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The Incoming Paradigm Shift with Globalization and Clustering Approach

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Abstract

Clusters are a common reality in all economies and have traditionally been equated with cities. Transversely all European counties and towns there is a growing specialisation and focus or clustering of industries in response to increasing competition and outsourcing as a result of economic reorganisations and globalisation. Industry clusters comprise groups of firms that share regular suppliers, wholesalers and expertise and discover advantage in a specific geographic location. Alongside the transition from the mass manufacturing strategies to the adaptable manufacture techniques, on the basis theoretical work in the stream of clustering's have become the mutually reinforcing significant research field of the regional development hypotheses (Öcal and Uçar, 2011). The common applicability of this consummate, an agglomeration of firms which have been analysed within the framework of industrial localities in the past has now moved towards the clustering methodology has led to new discussions concerning the potential impacts of regional planning policies in the development of localised progress. The clustering seems by all accounts to be a dynamic significant component of the competition where the worldwide rivalries strengthen. While various clustering operating at this level prosper, the others vanish. Taking into account such bits of knowledge, the paper recommends a theoretical proposal, supported by practical evidence. And also, argues that clarify the issue of successful clustering into global consideration in different ways and Besides, this article tries to find an adequate response to the question whether the clustering's can be considered as a strategy of economic progress and regional development in the long term and It pays particular attention to the position of developing country.

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1. Introduction

In contrast to traditional development, understanding, clustering has been embraced as the new economic development strategy and has been accepted by many countries as the official development policy since 15 years or so. Because, **in the traditional sectoral and regional development approach**, the decisions and plans for the economy are made by a central institution based on a **balanced economic development approach**. In this approach, it is aimed to support the underdeveloped regions' financial structure, its source of employment and eliminate the interzonal development differences through the redistribution of income. However, these policies have been unable to cope with the new conditions of the **globalisation**. The balanced distribution of state funds among the regions could not ensure economic momentum. And yet, even the **incentive policy** (more selective redistribution policy) which priorities, certain regions to be given funds, has encountered many difficulties and led to interest conflicts and competition between the regions, though, even the winners of these funds were not satisfied enough with the funds in the end. As a result, the benefits of state funds for the long term have been questioned by many. There have been many criticisms about these funds. The funds, they argue, pacify the region, holds down the entrepreneurship, despite attracting economic investments, making it unqualified and superficial. These problems have led to search new methods for the regional policies and created a new **paradigm** to be **developed to increase the competitive power of the regions** (Kumral, 2006; 2008).

If we were to explain this in a better way, the process of globalisation, technological developments, and the new production processes reshape today's regional development policies. Especially, in an environment where **competitive regions** emerging as key players and determining force for the national development, the target of regional policies are not only limited to reduce the differences of underdeveloped region's developments, but also contain policies that are developed characteristically for all regions in order to contribute country's development and its competitive power. In this framework, **the regional policy approach** has gained new vision, scope, and content with the target of developing region's competitiveness (Kara, 2008).

In other words, especially after the 1970 economic crisis, there have been important changes in the production organisations, and after the 1980s accelerating globalisation (*alternatively, a new 'era of super-competition'*) process has led to significant changes to commodity and service productions. The new technologies, the new job processes and the flexibilities in the economic and social system that emerged as a result of these two factors have brought new and more complex production methods and spatial behaviour. Furthermore, in contrast to globalisation's changing effect on the production process, the changing process of the locality and its attempt to represent themselves globally differs. In each region's production structure and organizational methods and connected to this, the technological structures, market inclination and workforce organisations all require conforming to process differently. In a process like this, clustering network which tries to produce a production organisational system creates a new and important perspective to understand regions' accordance with the new process.

2. What is the underlying factor in clustering? Why there is a need for clustering?

The underlying reason for clustering is the **sectoral competition**. And when looking at the international literature there is two basic elements for competition. It is **productivity** and **innovation**. In sum, clustering approach is used to attain international competitiveness and productivity and innovation lies under competitiveness. So to speak, only the players who consider productivity and innovation can be competitors. At this point, clustering is a technique and approach that is used with productivity and innovation to attain international competitiveness. Clustering system also reduces transaction cost when used with productivity and innovation.

3. Concept of competitiveness

Today, while the concept of competition and competition advantages are used widely, however, there is no consensus on its definition and sources. And they are often used on different occasions with different meanings (Alderson, 1965; Hall, 1980; Henderson, 1983; Porter, 1985; Day and Wensley, 1988; Prahalad and Hamel, 1990; Eren, 2002; Ulgen

and Mirze, 2004). The concept of competition could simply and generally be explained as the struggle for life and two or more persons struggle to overcome one another. Though, the purposes of those who are in competition may be different than each other. For instance, in a sports match, while people or teams, on the one hand, compete for the championship or a medal, the firms, on the other hand, compete to increase their market share and profits, and the states compete to increase welfare and to attain political power. Competitiveness, on the other hand, could be explained as the ability to compete. When taken from the economics point of view, the notion of competitiveness is based on quality, speed, technical superiority, service and production differentiation (Çınar, 2005: 3). And it emerges as their dimensions; macro, micro and mezzo (Moon and Peery, 1995; Porter, 1990; Depperu and Certato, 2005). In these categories, the macro is national, mezzo is regional or sectoral, micro firms. As a result, the country's competition advantages could change the world's economic balance (Eraslan, Bulu and Bakan, 2008). Here the first question comes to mind is how can we be competitors? How can we integrate into the global economy and what can we do? Prof. Dr Michael Porter from Harvard University answers this question with the clustering approach. Porter argues that the countries that have strong economies have competitive sectors and they achieve this through clustering approach. Because one of the main reasons why clustering approach has become too popular is that the firms and sectors so the countries have targeted to increase their competitive power. So what is clustering?

4. The Concept of clustering

The cluster concept has been of great interest to policy-makers at all levels, from international authorities, national governments in different and often very dissimilar countries (e.g. USA, Germany, Singapore, Japan, India, Mexico), as well as regional and local actors (Mauroner, 2015).

Porter defined clusters as geo-geographic concentrations of interconnected companies, specialized suppliers, service providers, firms in related industries, and associated institutions in particular fields that compete but also cooperate (Porter, 1998). More clearly, **clustering** is seen as increasing the competition power of sectoral, regional and local and at the same time it is seen as a development plan and it consists of (1) firms and companies, (2) universities, research institutions, engineering companies, (3) agencies, consultation companies, banks, insurance companies, (4) customers, (5) public institutions, (6) sectoral civil society organizations, (7) local government, (8) media that is for sector, (9) the Institutions that regulate standards (Porter, 1995; 1998).

Roelabdt and Hertog (1998) who are from the European school of thought and make a similar definition to Porter in the work made for Organisation for Economic Co-operation and Development (OECD) describe clustering as networking that connects strongly interconnected firms (*including specialised suppliers*), institutions that produce knowledge, consultations and customers each other. Clustering's draw boundaries between related industries and other important factors for competition. For example, the providers of items, machines and services are the members of clustering. Later, clustering widens to include distribution channels and customers and afterwards it widens to companies in the sectors of talent, technology with product producers. And lastly, so many Clustering's encompass public institutions and universities, standard setters, civil society organisations, vocational training organisations, and privatised commercial education and research centres.

Clustering, whether it is on the level of Small and Medium Scaled Enterprises (SMSE) or large firms, builds a competitive structure and gathers local governments, public authorities, private institutions, research organisations, civil society organisations and society's other important players all together. This way, plans and programmes are no longer centralised and it is carried out by other local players' involvement.

In this process, it is aimed to select competitive sector's and replace the inefficient players and create a communication between them, and also to increase sectors international competitiveness and make it long-lasting. The players that use clustering approach for communication, Buyer-Seller relationship, co-marketing, R& D, utilisation and training, association, etc. Also with a powerful energy reduces **transaction cost** and increase **productivity** and **innovation**.

5. Clustering Approach and International Competition Advantage Relations

As it was mentioned above, clustering results in competition. In other words, two essential elements of the competitiveness of the through clustering productivity and innovation is triggered. From this approach, when productivity and innovation works are not made based on the clustering approach, then the expected results could not be reached.

When international competition and clustering is evaluated from a wider angle, then so many research questions come to the fore. For instance, how can we explain why Germany is a home country for the world's leading companies in the sectors of publication machines, automotive and chemistry? Why very small Switzerland is a centre for pharmacy, watch, chocolate and in other trade industries? Why the leading companies in the heavy work machines and mining equipment are based in Sweden? Why has America created so many leading companies in the sectors of defence, aviation, personal computer, software, finance, and cinema? Why so many Italian companies in the sectors of ceramic, machinery, fashion and design, leather and marble are so strong? What makes Japanese companies superior to others in the electric and electronic?

So when investigated carefully, the national differences that are far away from global competition threats prove the necessity for national success. And there is the necessity to understand the new and changing elements of competition. **Competition superiority** could be created and sustained in a rather localised process. National economic structures, values, cultures, institutions and historical differences extremely contribute to competition success. So, although globalising competition makes the nations look meaningless, this thinking makes nations more important. Because the nation that is home to industry is the source of talent and technology which lies under competition advantage.

6. Clustering-Exportation-Competition Relation and Its Contributions to the Small and Medium Scaled Enterprises (SMSE)

For a very general description, if you are able to export a good and/or a service, then it means you are able to compete on that good/service so that you have the competition advantage. To possess competition advantage is naturally the fundamental dynamic of exportation. Nevertheless, only the SMSE which's obtained the competition advantage can perform exportation. For competition advantage possession two basic terms come front those are called as **Low Price** and **High Quality**. At this point, the competition advantage is multi directionally affected by the accumulations based on both mentioned two basic terms and the correlative other factors and variables.

For example, establishing an SMSE in Clustering causes incensement in **productivity**, paves the elastic ways for new products and contributes benefits to competition advantage by directing innovation that causes enlargement in the sector and new business fields to have emerged. Again if we consider the matter on the frame of productivity factor, it is openly can be said that, to be a member of a Clustering directly causes productive activities on obtaining inputs, information, technology and accelerates the process of reaching, accessing and contacting to the needed firms, and causes **productive** coordination's in interrelated firms and is effective in measuring the development entirely.

In addition to productivity development, Clustering's play necessary role in **innovation** capabilities and skills of firms. For example, the corporations and firms in Silicon Valley can access, reach and obtain their needs and demands extremely rapidly, that non comparable with the companies in other regions. Clustering assists and helps the SMSEs, via/together with the other firms in Clustering, to develop technology, to easy attain machines and components, to learn market notions and service matters quickly. This type of learning occurs by visits, mostly by face to face contacts; local suppliers and co-partnership's can partake into innovation process, and efficiently this better furnishes the needs and demands of clients, purchasers and merchants.

Clustering, without losing their pliancy causes benefits to SMSEs in a Clustering by making them as if they have official/corporate links, relations and joints with large corporations and with other great firms. Thus, a very large order undertook by a small SMSE, can propel SMSE as if it is a large scale one and the very order can be delivered

effectively in the short time (*Small SMSE to go into cooperation and organisation with other firms that acts also like SMSE in Clustering*). In another perspective, members (SMSEs) of Clustering are interdependent each other and one's good performance affects the others in a positive direction. For example, in a conservative or alternative tourism sector Clustering, the preferences and assessments of visitors/tourists are affected by not only environmental beauties but also affected by the efficiency and qualities of complementary elements such as transportation services, accommodation facilities, guidance, eating houses, restaurants, shopping centres etc. SMSEs those are being in Clustering's, are in the pool of employee those can perform both qualified thus specialised and experienced and unqualified jobs and labour. This case naturally reduces the costs of the hiring processes of the firms and describes the time will be spending.

In advanced sectoral Clustering formations (*e.g., Norway Maritime Transportation Clustering, Italy Marble Industry Clustering, America Cinema Sector Clustering etc.*), investments in both physical infrastructures and education programs are done by government or by other government agencies develops the overall performances of SMSEs. For instance, the universities that train/serve avail labour force for the benefits of Clustering and the training of hired employee in cooperative local programs (*course, seminar, private training etc.*) cause education costs for SMSE reduced. Not only education programs of public corporations but also education programs of SMSEs' and large corporations' in Clustering furnish the overall sector to run in efficiency.

A well-developed Clustering has a deep and a specialised supplier base. On this very basis, an SMSE trade and shows activity in Clustering decreases the supply process costs by supplying sources from local suppliers instead supplying source from suppliers located far away (*that excluded /out of the local Clustering*). Hence, it is expected that the establishment of new SMSEs to be in the already presence and developed Clustering instead of being in new settlements that far away each other. In short, setting new SMSEs up in the already established developed local Clustering, instead to set up in new Clustering settlements those away each other. It is because, the number/quantity of new and specialised suppliers have been increasing in sectoral Clustering; thus in such a case, accumulated/condensed risks of client/demander base decrease to a minimal level and it becomes more and more easy to foresee and realise the opportunities in the market.

As we consider the case on the basis of marketing activities; all of the technical and competitive information in the market are being accumulated/amplified in Clustering. Of course actually, naturally SMSEs would like to use this essential datum (*It is the another topic for a wide and different study of which searches how Clustering increases the marketing activities of SMSEs and thus how to give rise to the trademark*).

Clusterings, community links and corporate, official, private, interpersonal relations among SMSEs inspire confidence and constitute credence and accelerates the flow of information currency. These essential elements and factors mentioned above intrinsically turn information into more fluid and also cause easy, direct, fast and runny access to data. Here there is one more necessary issue: **Reliability**. Yes, an SMSE or a large company took part in a sector in which manufacturing a product or service, furnishes reliance and upgrades confidence each other as a result of Clustering activities and synergy. Unfortunately, in our survey studies, it is determined that the greatest problematic issue and the matter among our SMSEs and other large players is the distrusts, discredits and lack of confidence and missing reliability each other.

Sectoral clustering's because of many reasons and factors, conduct and constitute brand new formations of business and work. Vicelicet, in Clustering, problems in accessing into the sector are quite lower than the other fields in the market when compared. For instance, needed assets, capabilities, skills, capacities, inputs and personnel for an SMSE are all awaited and available in the clustering field, about to be montaged by the new SMSE firm to start trading activities rapidly. Also, on the Clustering climate; the investors, entrepreneurs and financial corporations which are accustomed to Clustering take less and reduced risks. Furthermore, clustering in its own mostly establishes an important and essential inner/internal market that caused SMSEs easily to have benefited from the relations already established and currently constituted. All these variables reduce the risks that cause firms to be unsuccessful and fruitless, and increase and reinforce the power, potency and ability of competition of SMSE firms.

Clustering also furnish great contributions to the accessibility to the services of public agencies and public corporations. For example, physical entire infrastructures, culture centres and facilities, free of charge occupational and technical certificate programmes, public institutions, research institutions, test laboratories, agencies, education and training services established and served by government and public corporate furnish and pave the ways for the SMSEs, that are took place in Clustering, in easy and free of charge accessing into and obtain the opportunities throughout the mentioned circumstances provided by the climate of public/government institutions. Recently, since the Clustering approach accepted via Lisbon Criteria and that as included in the other nations also included in an economical operation programme of our government, hereafter it is predicted consigning also the sectoral subventions to the regions/fields that have possessed Clustering characteristics. Thus, it is aimed gradually to select and expurgate the sectors which have low competitive force, almost none accretion value and marginal utility, and serve hardly little contributions to their fields and the regions, in long term have no potential to perform regional raise and improvement; in equivalent response to that it is targeted to augment and to develop competitive forces and capacities of the sectors those have high accretion value, high employment and income potential, and the sectors able to furnish and provide regional and national development and the system of subvention is designed and planned according to this perspective.

7. Development of Clustering Model

Today clusters in increasing the competitiveness of the countries have become one of the main agendas. In this context, the creation of the world's clustering around, many projects are carried out in making their analysis and their improvement. It is observed that related projects regarding clusters being implemented in recent years in Turkey.

Cluster approach also entered Turkish government's action plan in last decade with the Lisbon Criteria. Development Ministry, under secretariat of Treasury, Ministry of Food, Agriculture and Livestock, Ministry of Energy and Natural Resources, Small and Medium Enterprises Development Organization (KOSGEB) and the policies associated with them began to design according to the cluster approach. As a result of this policy; In particular, the International Competitiveness Research Institute Association (URAK), which operates to increase the competitiveness of the Turkish economy, has carried out the first pilot study about 15 years ago for the tourism sector in Sultanahmet District. After that, KOSGEB has launched cluster studies around Bartın Province in cooperation with Development Ministry. Also many development agencies of Turkey have initiated many cluster projects in different sectors and diverse regions. On the other hand, the European Union (EU) and international and national public institutions, such as GAP-Gidem continues in various clustering analysis and development studies. Local governments as Istanbul Metropolitan Municipality (IMM) - Istanbul Metropolitan Planning Center (IMP) and Elazığ Provincial Administration; non-governmental organizations as Tekirdağ, Elazığ, Bolu, Çorlu, Çerkezköy and Malkara Chambers of Commerce and Industry carry out cluster studies in different regions of the country.

Conversely, the under secretariat of Treasury is about to finish a national study to determine the cluster policy at the macro level. Near-term activities in the Regional Development Agencies are designed according to the operations of the cluster approach. Vezir Research and Consulting Ltd. has worked as an adviser to several International Competitiveness Analysis, Cluster Analysis and Cluster Development Projects and is still continues to work intensively on the clustering technology with municipalities and Provincial Private Administrations in many parts of Turkey.

8. Industry Cluster Analysis

Industrial cluster analysis is a tool to better understand our regional economy. The purpose of cluster analysis is to identify regional of the economy in which a region has comparative advantages and to develop short and long-term strategies for growing the regional economy. An industry cluster analysis identifies industries that are geographically concentrated or of a similar nature, and that make use of related buyers, suppliers, infrastructure and workforce.

By identifying industry clusters, business recruitment, attraction and development efforts will be able to focus on companies that complement existing businesses. Industry sectors represent general categories of economic activities.

Within each sector are groups and firms that do similar work, make similar products, or provide similar services. Examples of industry sectors include manufacturing, wholesale trade, and information. Industry clusters are different than the traditional industry sectors that were detailed in this work. Clusters are interdependent firms that are linked through the buyer-supplier relationship, share common resources and technologies, depend on similar labour pool and institutions, and rely on special infrastructure. Industries and firms in clusters draw a productive advantage in being geographically located near these resources. In addition, local infrastructure and collaborative efforts offer cluster industries other advantages that are a result of their shared geographic location and common goals. In addition to the new ideal of cluster policy assumes coordination and concentration of various instruments of public policy around clusters with the biggest potential for development. The difference between the previous and current models is that the financial support would not only target cluster coordinators but directly cluster members too.

An important part of the cluster approach is to analyse the sectoral clusters. The purpose of this analysis is to determine the circumstances of the cluster. This analysis will shed light on the work to be done on the development of the cluster and is very important in terms of accuracy and details was handled. Next steps in this work will include targeting more specific clusters, tracking and forecasting the economic growth and performance, and addressing clusters at smaller geographies. In this respect, there is an important role for more robust evaluation, monitoring, reviews, and sunset clauses, including at sector level, which allows the impact of government action to be identified more effectively. There are many features, which all of the strategies should have in common (facilitate communication with companies, regions, developing the frameworks for analysis, monitoring, the effectiveness of cluster initiative, identification and supporting the industries for its growth and willingness to increase competitiveness...etc.) however based on the different conditions and relationships in the regions, each of the regional strategies shows up its own condition.

9. Industrial Cluster Development

Regional innovation clusters are spatial concentrations of interconnected firms, suppliers, service providers, state institutions, and research organisation in a particular field of innovation (Mauroner, 2015). Developing industry clusters has become a key purpose for regional economic development as clusters have been shown to strengthen competitiveness by increasing productivity, stimulating innovative new partnerships, even among competitors, and presenting opportunities for entrepreneurial activity. The industrial cluster is one that derives significant value creation from advanced knowledge creation and consumption (Slaper and Ortuzar, 2015). Both of these aspects are important, requiring both the creation of knowledge-intensive output as well as the use of knowledge-intensive processes in the generating output. Industrial clusters development has gained increasing prominence in debates on economic development in recent years. Governments worldwide regard clusters as potential drivers of enterprise development and innovation. Cluster initiatives are also considered to be efficient policy instruments in that they allow for a concentration of resources and funding in targeted areas with a high growth and development potential that can spread beyond the target locations. Examples of internationally renowned clusters development, such as that of the Silicon Valley cluster in California, the information technology cluster of Bangalore in India, or the Australian and Chilean wine clusters demonstrate that clusters are environments where enterprises can develop a competitive and global edge while at the same time generating wealth and local economic development in the process.

Cluster as a critical mass of enterprises located in geographical proximity to each other. There is no universally accepted way of establishing the exact boundaries of a cluster. What is perceived as close in one location may represent an insurmountable distance in others; distance can be influenced by the availability of transport facilities, as well as by cultural identity and social values. Moreover, the number of enterprises necessary to be considered as constituting a cluster can vary depending on the size of a country. Although, a cluster-based development strategy may not be easy or quick to implement, but the supporting argument is that it beats a piecemeal or scattershot approach to generating jobs. Instead of looking at specific industries or types of companies, cluster analysis detects the potential spillovers of technology, skills and information that cut across industries, workers and resources.

Phase after cluster analysis is; sector development with clustering approach and techniques that enhance the international competitiveness power. In another saying upgrading the manufactured goods and / or service industry products to reach the quality standard to be exported and forming them to make it sustainable. In this context, the

implementation projects emerged as a result of cluster analysis (*financial projects, promoting projects, infrastructure projects, legal procedures, etc.*), implemented by creating councils and commissions. Especially, our universities contribute heavily at this stage.

10. Conclusions and Recommendations

This new economic development concept, called “**Cluster**” in English (*Oxford Research, 2008*), has been turned into an area where many decision-makers and researchers are occupied with. Indeed, the clustering approach becoming popular in the last 15 years, has become one of the main methods of development initiatives of the state. It became an important benchmark for the investors when deciding on investment and locations. Because competition is no longer between in the clusters each other, when analysing companies now competitors in the global competition must perform this analysis with clustering which they take place in. In this context it is predicted that **regional development policies** should bear in mind spatial features and must be based on integrated development strategies; it is important to determine capacity to stimulate **innovation**, developing entrepreneurship, human capital and social capital increase, which shall improve the competitiveness of the region. **Regional policy** should not be directed at only disadvantaged regions. Developed regions must be included in the policy objectives well as disadvantaged regions. Policies must protect and try to increase competitive advantages of the disadvantaged regions. **Direct assistance** may not emerge long-term development impact in the region and may even prevent the development of these effects. Therefore, this type of aid must affect the sustainable development process by mobilising the resources of the region, and should be consistent with policies to improve competitiveness. Specific objectives of public investment in this direction should include; developing traditional infrastructure investments (*airports, motorways, etc.*), science and technology parks, research institutes and the development of services provided by technology centres. In phases of design, implementation and supervision of the followed policies, participation of the people in the region and transparency / accountability principles that integrate governance framework must be provided (Kumral, 2006; 2008). As a result, while globalisation of the world economic arena increases competition, Turkish public and private sector shouldn't stay out of the analyses performed by the cluster perspective and shouldn't stay out of this game. In this context, public and local decision makers should leave the old solidified approach that does not give the desired results and should pass on to the cluster-based development approach. Primarily comprehensive analysis of industry competitiveness is should be done at the provincial level (The SWOT analysis technique should not be understood from here). Provision of the existing sectors should be compared with other provinces (Competition starts with neighbouring cities). A comparison with the states of the world must be done, after then competitive sectors (agriculture, industry and services sectors) should be selected. Comprehensive cluster analysis (cluster analysis), and mapping (cluster mapping) must be created for these sectors. According to the results of this analysis, decided industries required to begin cluster development studies.

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