Managing, services & activities I: Networking

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Objectives of networking

- Networking has to be done in 2 direction:

  ⌐ Networking within the cluster

  ⌐ Networking with actors outside the cluster
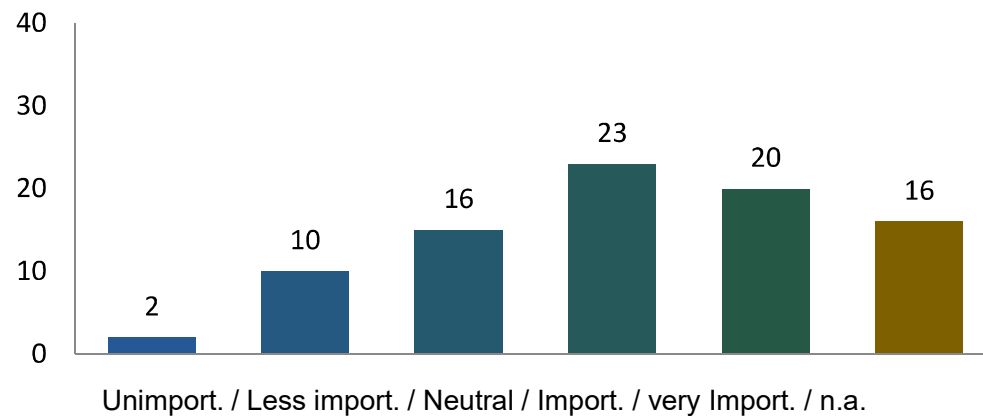
Networking within the cluster

Type of cluster

- Networking demands clearly depend on the type of cluster
  - who belongs to the cluster and
  - what relations exist among the cluster members
  - regional composition in the cluster (national/international)

- Ho did the cluster get started. Is trust existing already or has it to be established by
  - Trust building measures (f.i. definition of rules etc.)
  - Are the cluster's objectives clearly defined
  - Are there heterogenous interests among the members
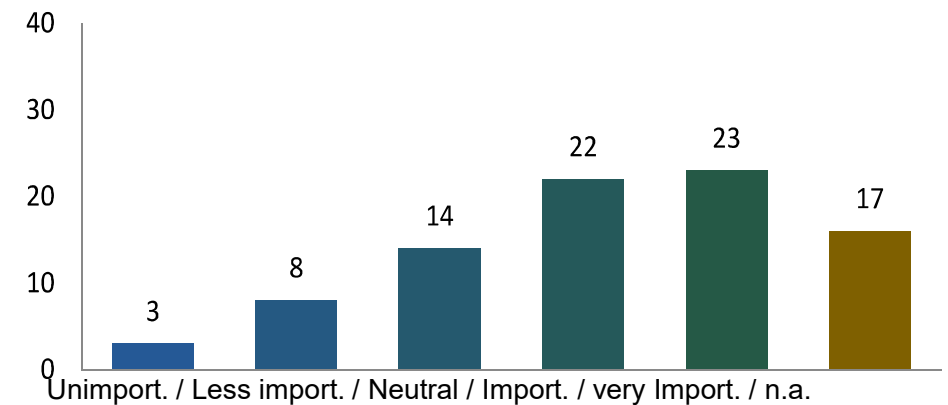
Network aspects perceived by cluster managements (1/3)
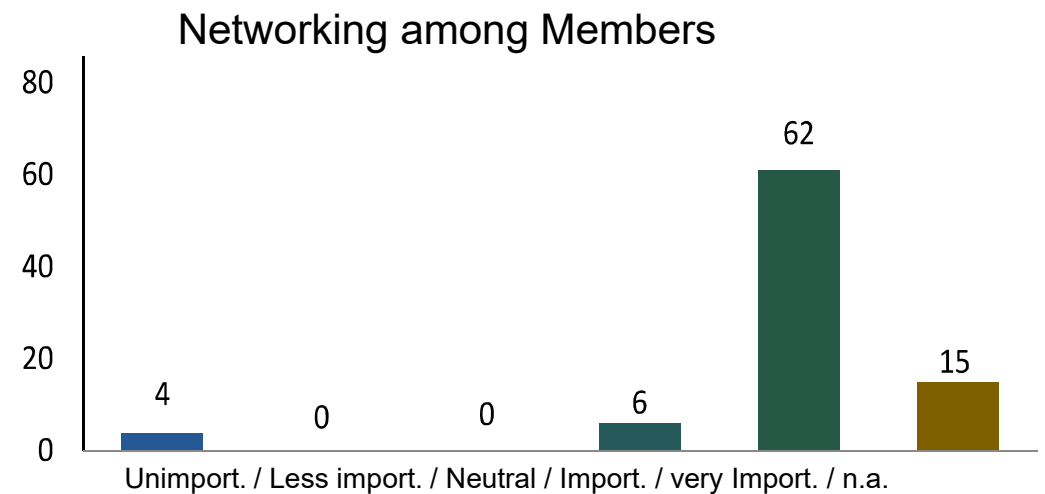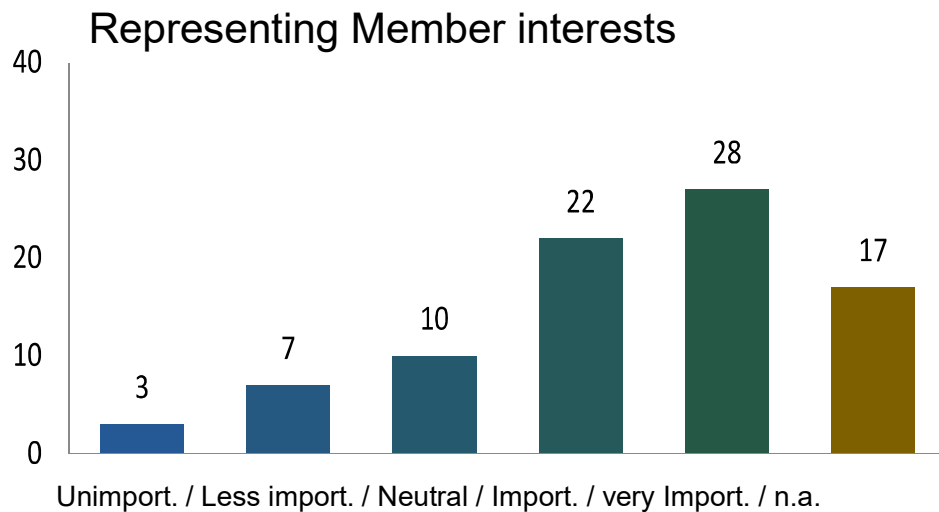
Rank et al., 2019, 53ff

Network aspects perceived by cluster managements (2/3)

Qualification schemes

Networking with support institutions (IHK)

Unimport. / Less import. / Neutral / Import. / very Import. / n.a.

Rank et al., 2019, 53ff
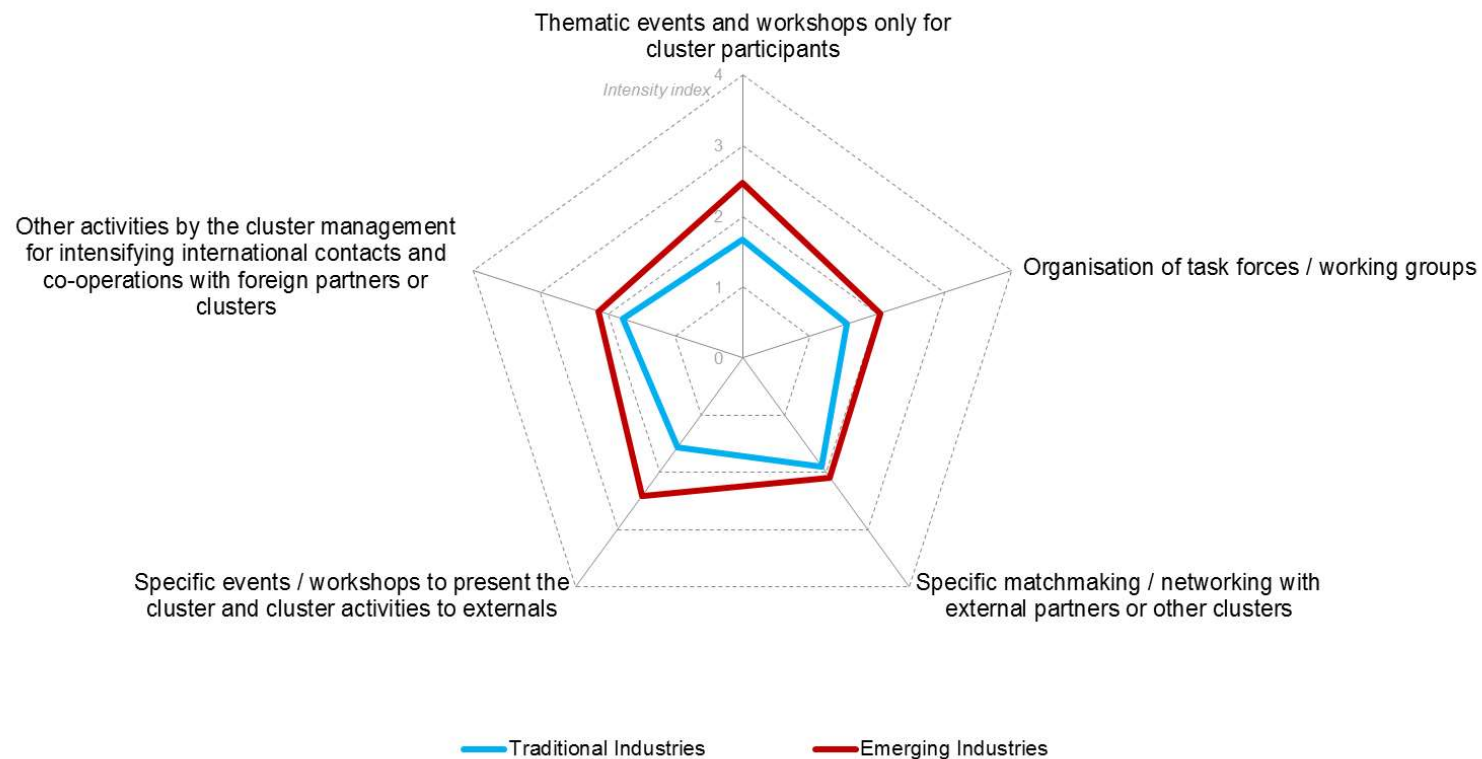
Network aspects perceived by cluster managements (3/3)

Supporting R&D
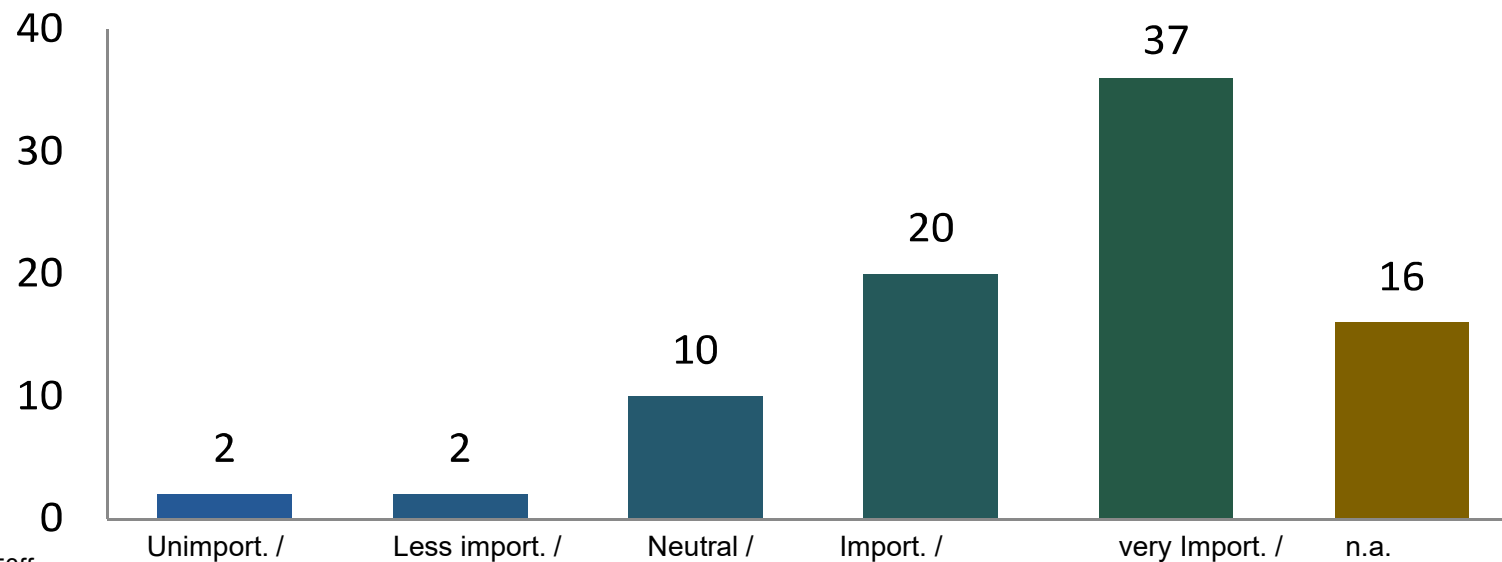
Rank et al., 2019, 53ff

Intensity of collaboration by cluster organisations traditional and emerging industries compared

Requirements for networking in clusters

- Appropriate internal data structure

- Developing network dialogue formats

- Committment creating

Data structure

- A major impediment is accessability to cluster information

- We used in our clusters cloud solutions as „coyo", „Nevaal" or sharepoint

- A clearly defined structure with carefully set rights are required

- Routines for paper writtings is necessary

Dialogue formats

- How many sessions
- with how many participants
- in what sequence are required

- Digital, Hybrid, or in person meetings are adequate
- How to get people to work – clear delivery tasks to be defined

Committment creation

- Setting joint objectives and foow up if they are not reached

- Identifying clear impediments and settle measure to overcome those

- Getting different actors into a collaboration mode (DIY vs profesional actors)

Set your communication objectives in case you establish a local cluster at your university
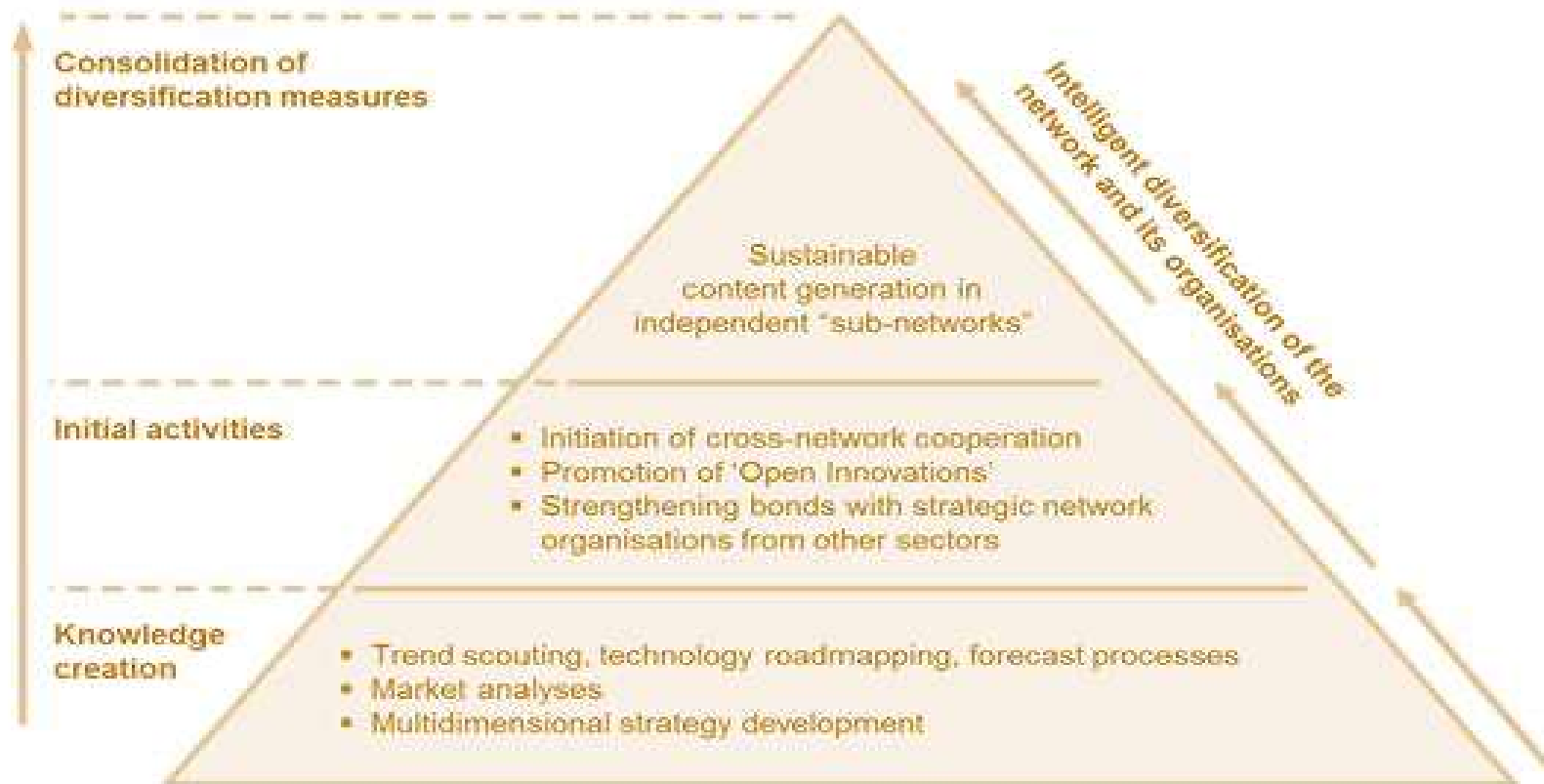
Cluster communication with actors outside the cluster

An Example of Cluster Networks
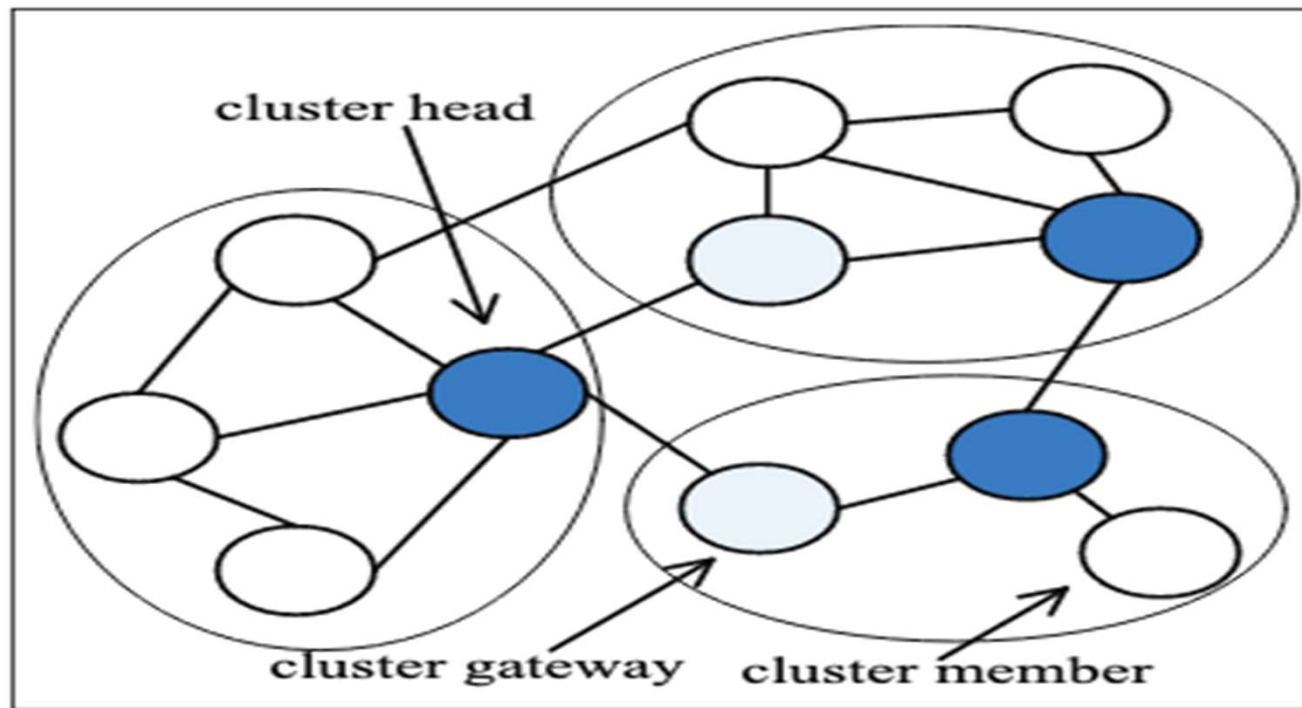
Zhiwei Yang et al, 2018, Cluster-based efficient information dissemination in dynamic networks

From Roadmapping to cluster – to cluster collaboration

European Cluster Observatory, 2014, 10

Whom do cluster collaborate with? (CRIE, 22.2.2021)

- In national collaborations known partners are preferred
- In international collaborations prior collaboration experience with the partner is less relevant
- A middle match of cultural and cognitive similarity is preferred by SME
- Large enterprises are mainly driven by thematic considerations

Modes of Cluster Collaboration (Interspin, 2019)

- International cluster cooperation by meetings (fairs, individal meetings, etc.)

- Joint events and newsletter are used in national & international collaborations

- R&D projects are frequently used as a mean for collaboration

Settle a list of partners and the objectives you like to realise with them for a local cluster at your university