

Globalisation and regional studies for the 21st Century

Beyond 'global pipelines, local buzz'

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2. Outline of presentation

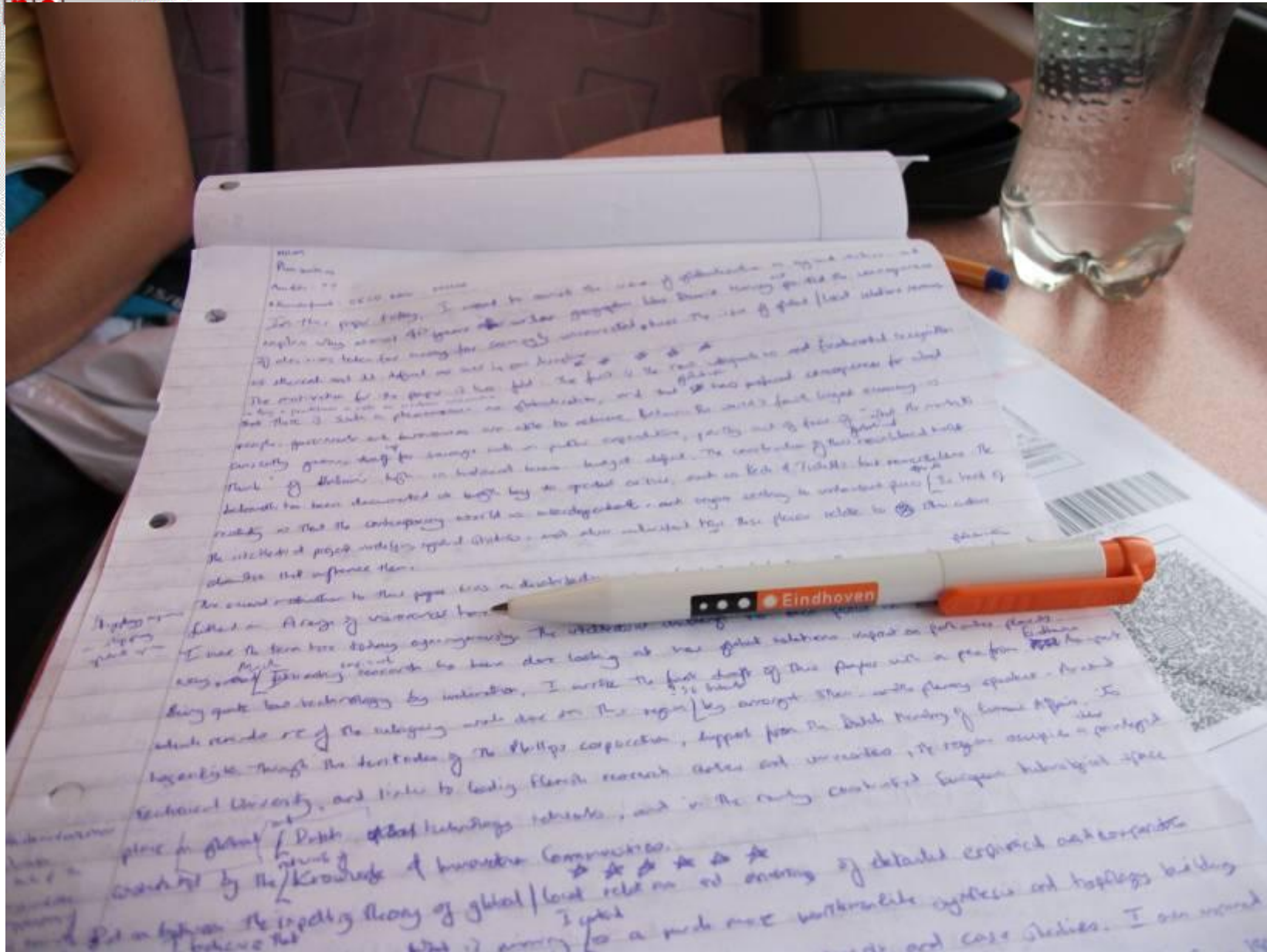
- ▀ Globalisation and regional studies
- ▀ The slipperiness of global local relationships
- ▀ Building a category set for global-local

3. Motivation

- ▀ There is such a thing as globalisation...
 - ▀ ...but it is not a scary monster
- ▀ The paradigm has been filled in
 - ▀ With solid theoretical frameworks
 - ▀ & interesting case studies
- ▀ Global local is now the place to be

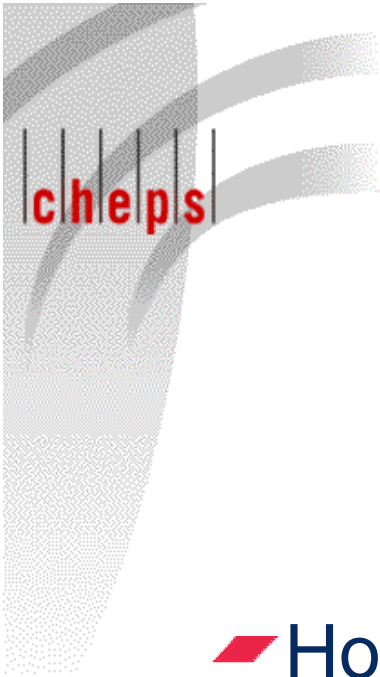
4. The 'Brainport Ballpoint'

chem



5. Regional studies 'missing middle'

- Implicit hierarchy of places, not formal relational spatial understanding
- Creating categories linking case studies and concepts
- Heuristic “Sticky places in slippery space”
- How do similar underlying processes function differently in different places?



6. The global local categorisation problem

- How does the nature of these hinges affect opportunities for regional economic development, and how can we begin to categorise the dynamics of various types of regional systems in a global/ local perspective?

7. Seven steps to heaven

Step 1: how globalisation came to regional studies

Step 2: regions as local-distant connectors

Step 3: slippery global-regional heuristics

Step 4: actor dominance as variable, not given

Step 5: a strategic anchoring experiment

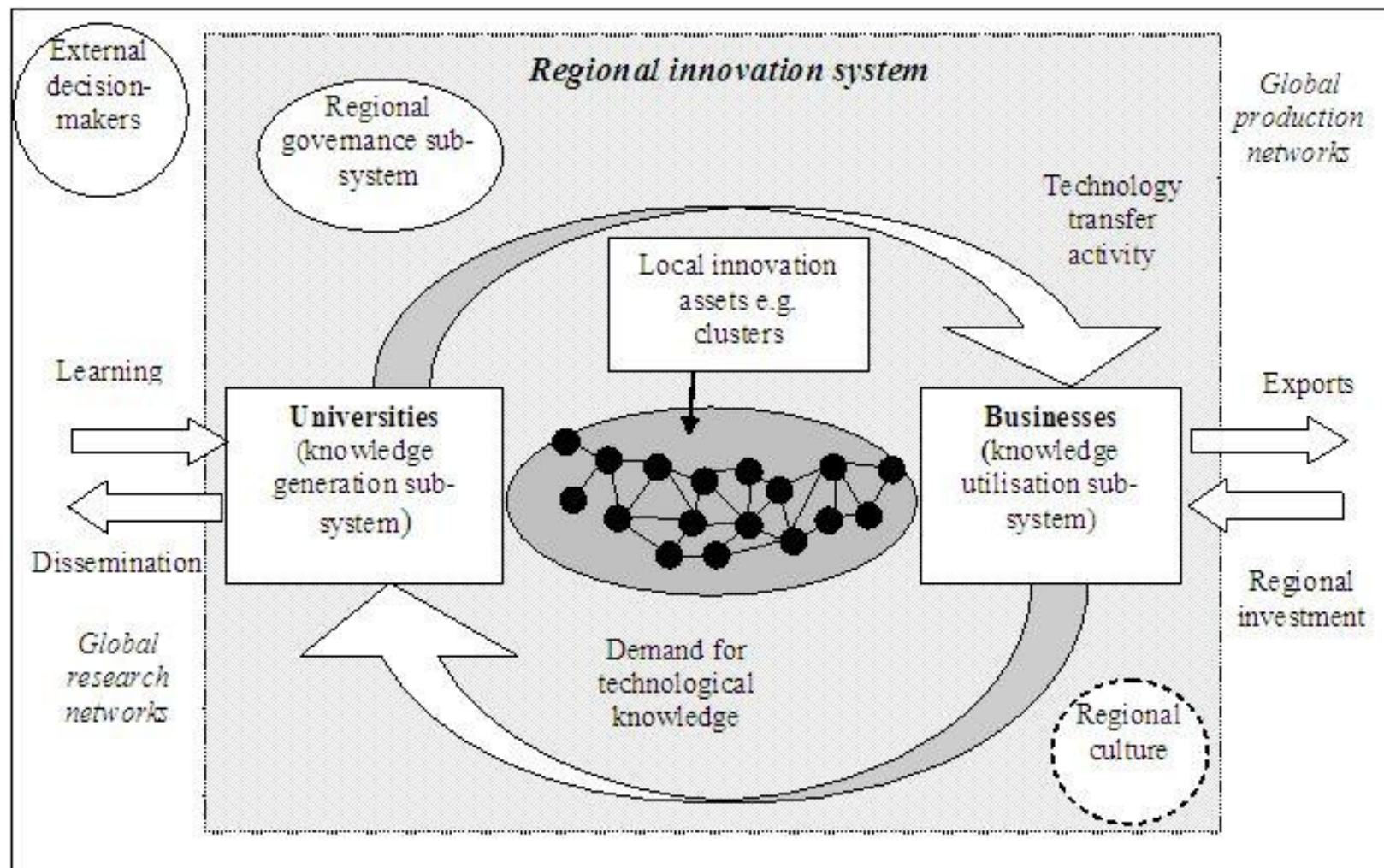
Step 6: towards a provisional classification

Step 7: towards a future research agenda

Step 1: How globalisation came to regional studies

- First wave: globalisation
 - Dobb, Frank, Harvey
- Second wave: neo-endogenous, glocalisation
 - Swyngedouw, Morgan, Amin, Peck & Tickell
- Third wave: 'global pipelines, local buzz'
 - Bathelt et al, Cooke,

9. Stylised global-local connections



10. Dissatisfactions with progress

- Doloreaux and Parto (2008) “successful RISs make use of endogenously generated and exogenously available knowledge to strengthen competencies and maintain competitiveness” (p. 14).
- Wolfe et al. (2005) “[a] key challenge involves the local versus global dimension of cluster development. Clusters are viewed primarily as local phenomena ... however, there is increasing evidence ... that the external linkages drive the internal dynamics of clusters (p. 3).
- Oïnas & Malecki (2002) “innovation systems may originate in one place ... but often they are spread beyond local, regional and even national borders” (p. 113)

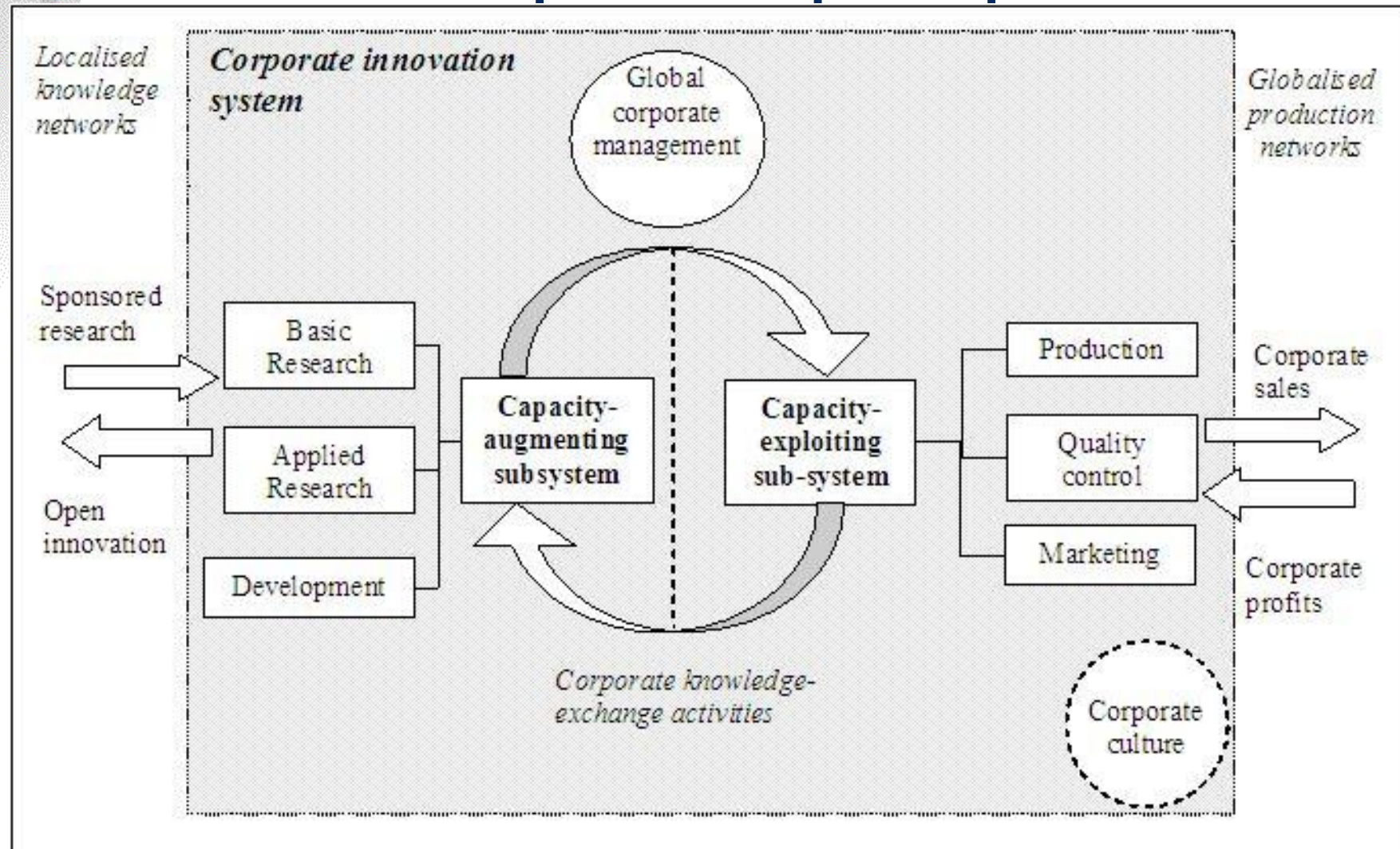
10 ctd: dissatisfactions

- Oinas & Malecki (2002) “it seems increasingly clear that the connections of regional actors to extra regional actors stand as momentous in technological progression”(p. 117).
- Uyarra (2009) criticises regionally-fixed perspectives for assuming “that the sources of regional development are not only endogenous, but also indigenous” (p. 12).
- Gertler & Wolfe (2006) neglecting external actors by excessive reliance on Porterian (1990) perspective rooted in strong local markets and vigorous competition between local producers, which is unhelpful for understanding innovation systems which are “not locally self-sufficient in terms of knowledge” (p. 220).

11. Problems in 'global-local'

- A tendency to focus on supply and value chains within sectors (cf. Bathelt, 2001)
- Assuming hub firms help SME networks with global access (Koschatzky, 2009).
- A hierarchy of higher/ lower scales disempowering regional situations (Cooke, 2005).

12. Global-local orientations: a corporate perspective



13. Competing in global-local networks

- “This combination of small firm flexibility and innovative capacity, with large firm access to global markets, theoretically enables regions to escape the dominant logic of convergence and price-based competition” (Christopherson & Clark, 2007, p. 1225).
- “This creates the kind of conditions under which a region can become a space of interdependence for a corporate actor, and no longer subservient to the wishes and demands of that actor (Cox, 1998).

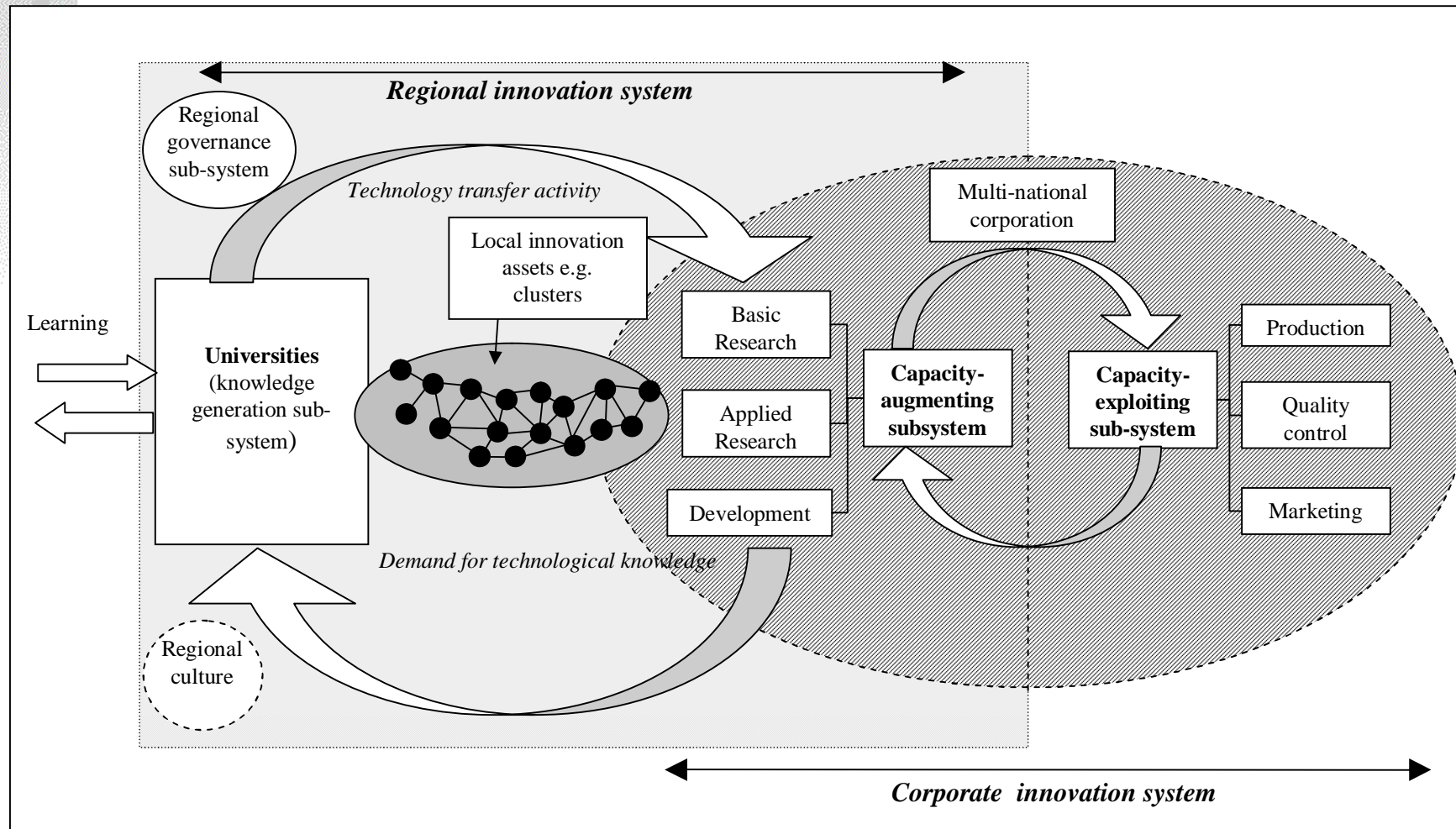
14. Strategic connectivity

- “a time-space contingent convergence of interests and co-operation between two or more groups of actors who otherwise might not act in tandem for a common strategic objective” (Yeung, 2009, p. 14).

15. Local & remote connectors

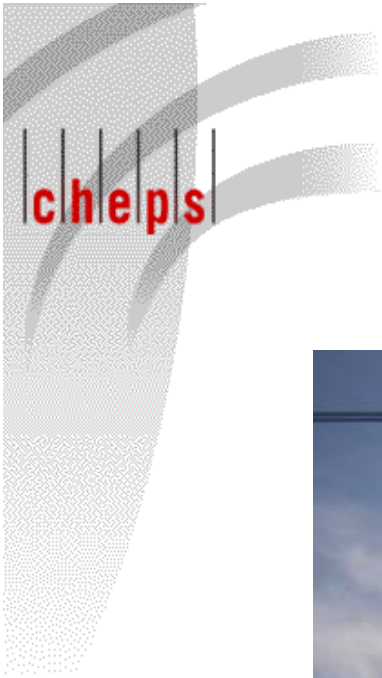
- “The actors ... are centrally individuals (entrepreneurs, managers, employees, individuals in governmental or semi-governmental bodies, researchers, etc.) with their interpersonal networks (face-to-face, virtual, or a combination of these) and firms (multi-locational/multinational) and their networks of various sorts: (advanced) customers, universities, research institutions, support organizations (such as chambers of commerce, knowledge centers, government bodies, and consultants) ... Innovation involving both local and distant relations often center on networks of these actors” (Oinas & Malecki, 2002, p. 119).

16. Strategic coupling in action



17. Region as a space of strategic coupling

- *The region acts as a space which strategically anchors global processes in the region, and links these global flows and processes to regional actors, to ensure that the region is able to acquire the resources that stimulate the growth of the region through these networks*



Global-local heuristics



Dr. Paul Benneworth, Nordic Regional Studies Association, 21st-24th June 2010.

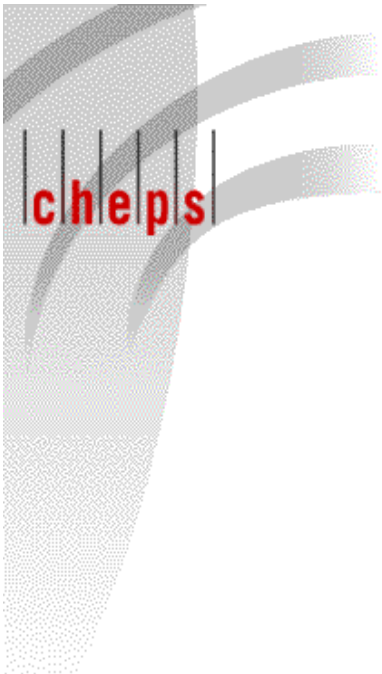
18. Beyond happy families stories

- Why do NXP stay in the Netherlands?
- Why does it not move eastwards?
- And by staying in Nijmegen what power does this give to other regional actors within their own wider networks?

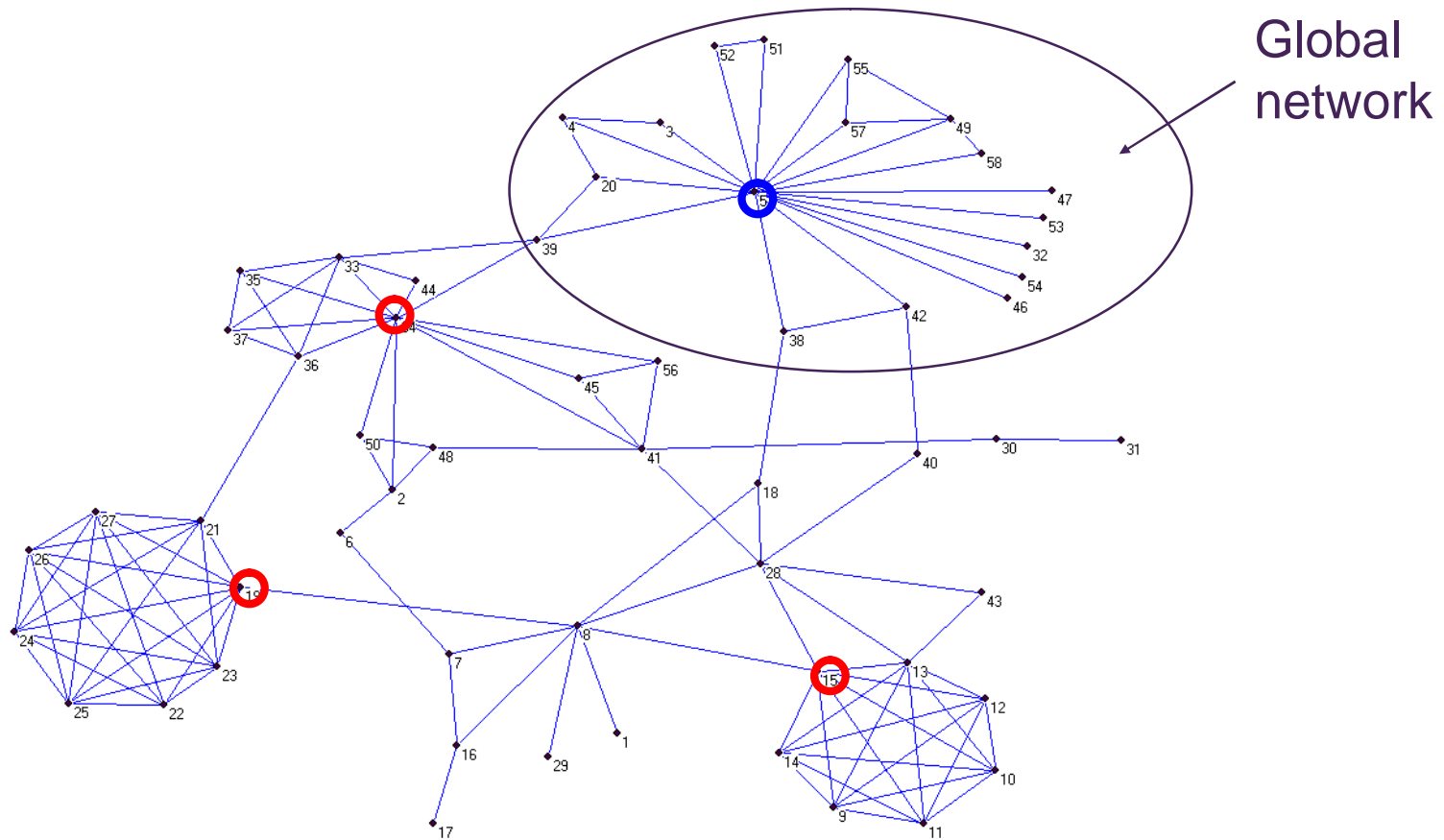
19. Scalar differences in global-local theories

- ▀ First wave: global as powerful
- ▀ Second wave: local as autonomous
- ▀ Third wave: global \equiv local

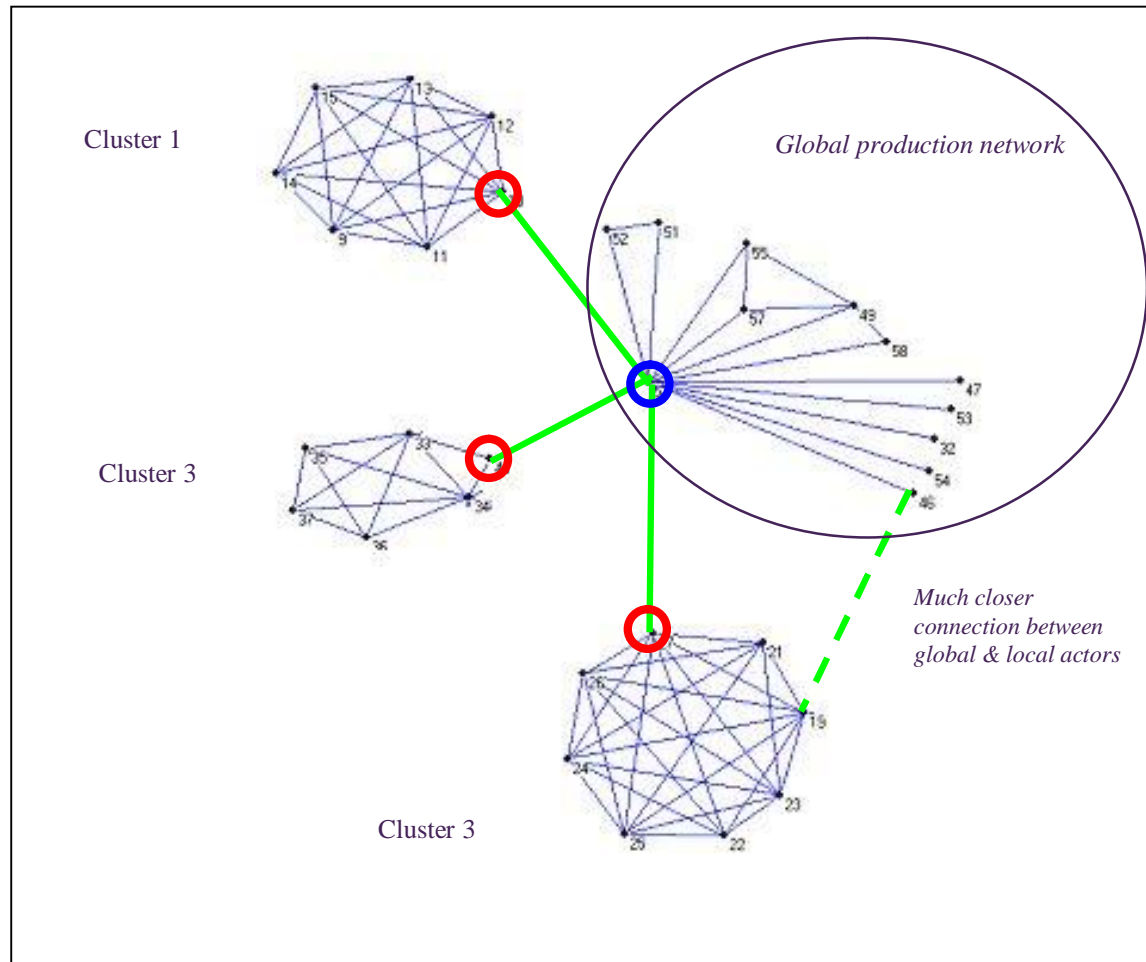
→ Global as intuitively 'bigger'



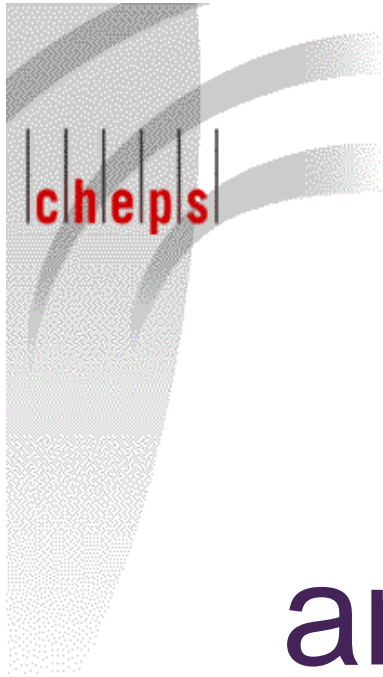
20. A stylised RIS



21. RIS developments creating improved connectivity

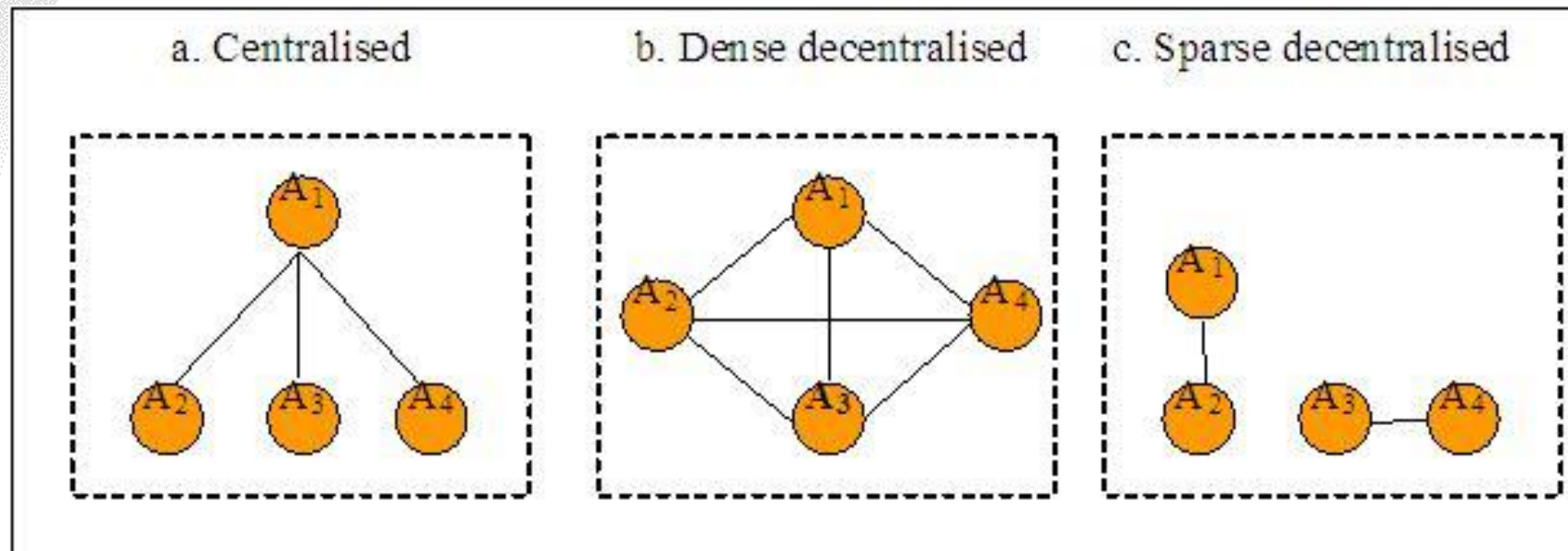


Global network

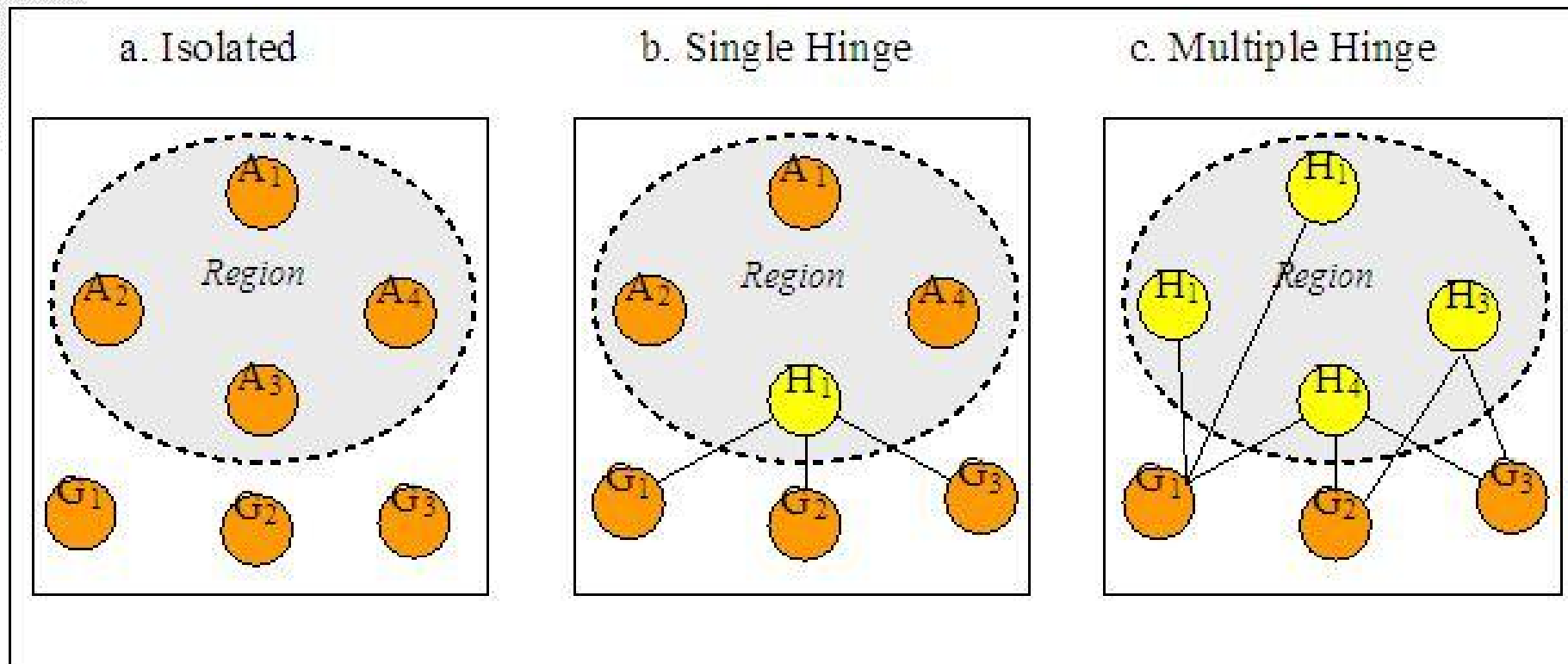


Step 5: a strategic anchoring experiment

23. Stylising RIS Centrality



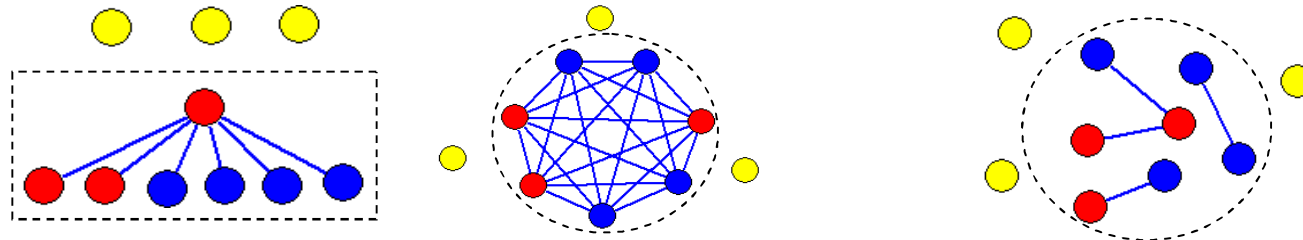
24. Stylising RIS connectivity



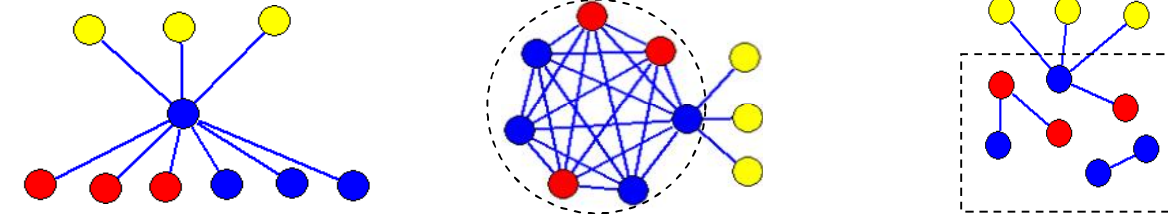
25. Possible global-local configurations

Centralised Decentralised Dense Decentralised Sparse

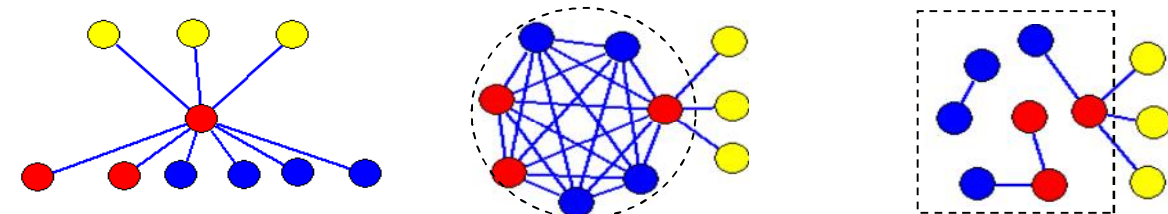
No Hinges



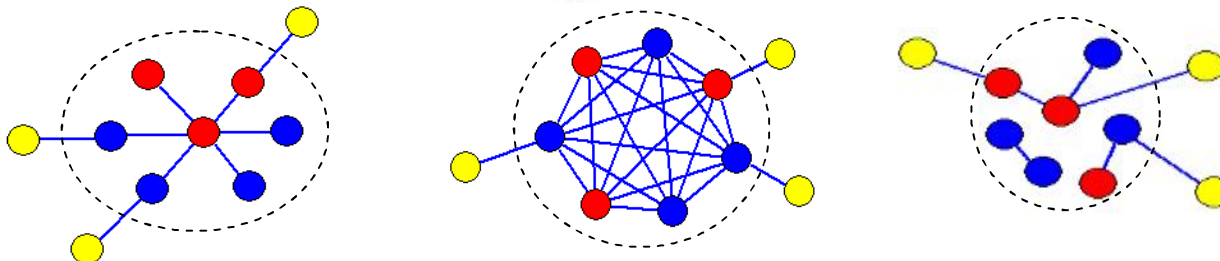
Single Hinge (opp)



Single Hinge (alt)



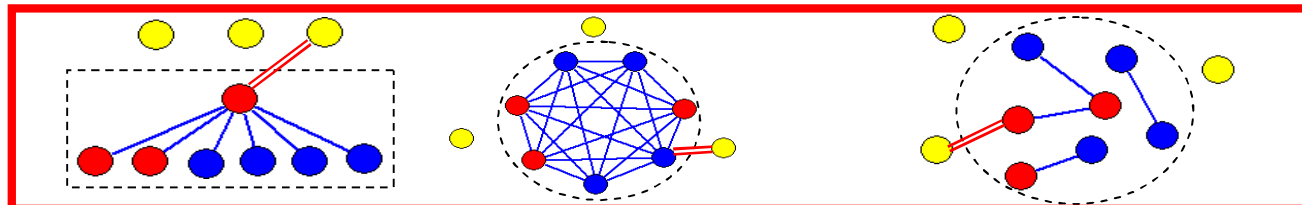
Diverse Hinges



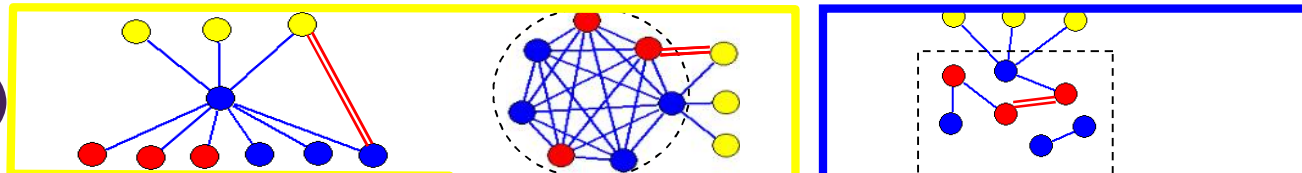
26. Optimal network-building sensitivity

Centralised Decentralised Dense Decentralised Sparse

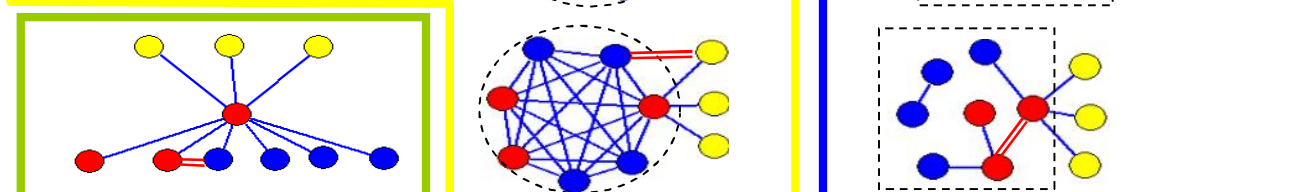
No Hinges



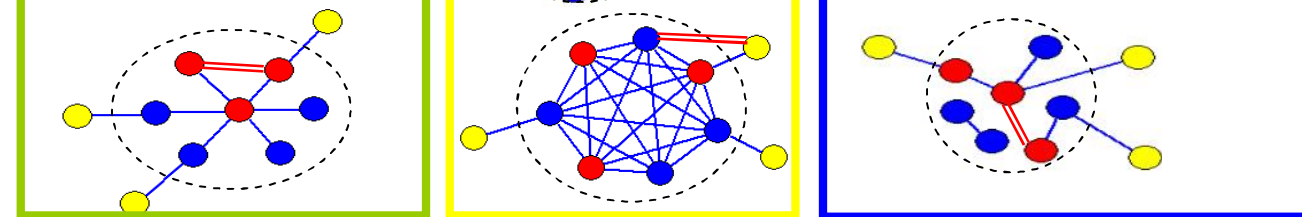
Single Hinge (opp)



Single Hinge (alt)



Diverse Hinges



27. Classifying regions by responsiveness

- **Connecting globally (red):** Building a global pipeline: finding a point of connection from the region to key global actors
- **Cluster-building (blue):** Improving local networking to connect more local actors into the growing regional network
- **Sustaining momentum (yellow):** Building up new regional hinges with connections to regional firms – building critical mass.
- **Deepening pipelines (green):** extending hinge connectivity & networks around hub

The practical implications...

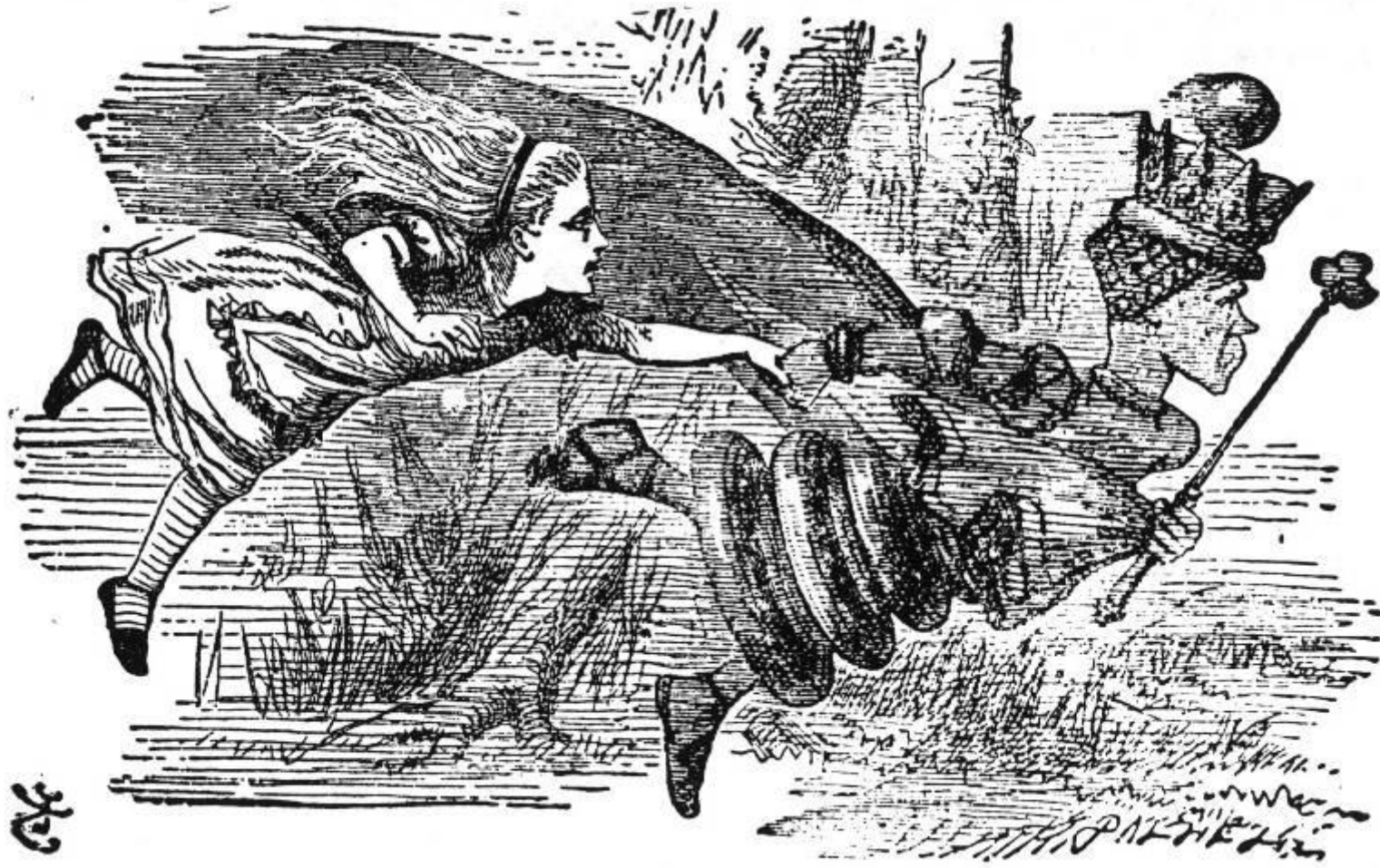
Innovation policies e.g. science parks implemented differently in different regions.

- In regions lacking global hinges, science parks as technology poles, global actor 'soft landing' programmes for foreign entrepreneurs or R&D FDI, with connections to regional actors (*cf.* Crete Innovation Pole, IRE, 2008).
- Where there are good local networks and some global connections, then science park a physical space for networking, building **critical mass** between actors (Van der Veen *et al.*, 2006).
- Science parks can stimulate **cluster-building**, acting as innovation promotion centres, like IDEON in Lund as well as providing physical connections to universities (Heydebreck *et al.*, 2000).
- Where there are regional connections, science parks can **consolidate** relationships between local firms, build wider innovation profile (Wicksteed, 2000).

28. Challenges remaining

- Different strategic coupling processes operate in different kinds of regions
- Different disciplines/ TIMs describe these different processes
- Creating a cross-disciplinary approach to understanding global/ local strategic coupling

Step 7: towards a future research agenda



30. A future research agenda

- ▀ More explicit/ specific focus on global-local interplay:-
 - ▀ deductive concepts, inductive understandings
- ▀ Theorising complex (non-economistic) actors
- ▀ Multi-disciplinary synthesis
- ▀ Maintaining historical rate of progress!