



Call for Papers – Abstracts

Functional and Strategic Aligned Clusters towards More United Economies and Sustainable Development

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Abstract:

Nowadays and forthcoming business environments are characterized by increased unpredictability, highly personalized requirements for products and services, higher business risks, increased pressure for differentiation, small size production, etc. In such environments, highly segmented and rapid volatile niche markets and business opportunities occur. To approach them effectively, rapid adaptation capabilities for SMEs in terms of production capacities, know-how, human resource competencies, financing, risk management, etc. are required. Adequate sophistication of the company's business system to face complexity of the business environment is necessary. Corresponding effort to sustain sophistication should be also in place. Dynamicity of the business environment requires similar dynamicity of companies. To deal with these challenges, novel forms of business organization and business models are necessary, such as the holonic structures built on extended business systems. It is the purpose of this paperwork to demonstrate that functional, strategic aligned economic clusters, under the smart governance of mature institutions for collaboration (cluster management entities) are capable to effectively implement the above mentioned model. The concepts of holonic organization based on extended business system, functional and aligned cluster, and the operational instruments that put them into life are detailed in the paper, too. This novel form of organization and related operational approaches are introduced through the case study of a cluster from the digital technologies sector.

Keywords: *holonic organization, extended business system, functional cluster, strategic aligned cluster, cluster management entity*