



Call for Papers – Abstracts

Indexfokus: A Cluster's Competitiveness as Perceived by Stakeholders

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Indexfokus provides an opportunity for stakeholders to participate in the evaluation of the competitiveness of a cluster. As stakeholder theory suggests, managing and taking into account stakeholders' interests in the design of a strategy is the best way to obtain and defend competitive advantage and to create value for organizations. The perceptions of those who observe the cluster from different perspectives thus contain a considerable amount of information valuable for a cluster's survival and collective development.

Working on perceptions, Indexfokus avoids using figures and statistics that hinder and slow down the evaluation of competitiveness and management processes. In responding to the Indexfokus items, the evaluators deepen their understanding of the concepts of competitiveness and align their knowledge with that of other members of the cluster regarding the best practices and attitudes that are applied by their best competitors. The evaluation method uses an ordered script of propositions related to competitiveness to which the evaluator has to assign a weight. First, the evaluator must 'weigh' the importance of the 'competitiveness factors' involved in the market. Second, the evaluator should 'calibrate' the degree to which a set of good practices and attitudes that distinguish the best competitors in each of the competitiveness factors is successfully applied in the cluster.

The Indexfokus methodology allows a cluster's leaders to obtain a general perception of its competitiveness and contrast the different perceptions of various stakeholders, helping them to elaborate the best competitive strategy on the basis of consensus.

Indexfokus has been developed as a management tool in cloud computing and has been used by clusters in Spain since 2014.