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IMPORTANCE OF THE INTERNATIONALIZATION OF CLUSTER AND CLUSTER COMPANIES - THE RESULTS OF RESEARCH "CLUSTER BENCHMARKING IN POLAND 2014"

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Abstract:

The internationalization of cluster organizations can help businesses, especially SMEs, to improve their competitiveness and accelerate their presence in global value chains. This point of view is often represented by cluster management, researchers or politicians. However, the urgent need for internationalization of cluster enterprises is disproportionate to the state of understanding of the mechanisms and effects arising from international cluster cooperation. The paper presents the methodology and results of "Cluster Benchmarking in Poland - edition 2014". Their analysis can lead to intellection and undertaking further work towards the deeper knowledge of the internationalization of clusters as well as cluster enterprises.

Keywords: cluster, management, strategy, internationalization, development, competitiveness