



Call for Papers – Abstracts

CLUSTER-SOURCING - The concept of enhancing internationalization and efficiency of cluster companies

FRANKOWSKA Marzena (PhD) – University of Szczecin, Poland

Abstract

The clusters can be perceived as a whole value chain (supply chain) or as a link of value chain. The paper focuses on the concept of cluster-sourcing as a tool of internationalization the cluster companies by entering in global supply chain. It is presented as the response to the varied requirements of the development of local enterprises in the modern and very competitive economy. First of all, it takes into account, the impact of globalization on the possibilities for the internationalization and effective functioning of organizations representing regional economy (clusters). On the other hand, indicates that the pursuit of the development of enterprises and increase their internationalization, it is possible not only by the efforts of the companies themselves and cluster organizations, but also through conscious regional authorities responsible for managing the policies and the distribution of funds. The article presents the possible use of cluster-sourcing in the context of global supply chains and the approach of internationalization and efficiency improvement for cluster enterprises.

Key words: cluster, supply chain, internationalization