The importance of the cluster concept

Clusters play an increasingly important role in theory and research, as well as for real-life economic policy, because they are attributed with having positive effects on growth. They combine business and academic research together and promote synergy processes between both of these fields. A higher impetus for growth is guaranteed in this way through the cooperation and specialisation of the cluster partners that would not be possible to achieve through separate independent activities.

Research carried out by Fraunhofer MOEZ

Fraunhofer MOEZ in cooperation with the Institute for Applied Informatics at the University of Leipzig has carried out a study for the Federal Ministry of Education and Research (BMBF) in the field of service research. This study on the subject of „Integration, Connecting and Innovative Forms of Cooperation“ (IViKo) was divided into two subprojects for which one of the project partners was responsible in each case.

The German cluster landscape was the focus of the investigation carried out in the subproject handled by Fraunhofer MOEZ. The study was based on the hypothesis that clusters offers the ideal sphere for implementing the findings of the service research because they allow network structures to emerge in which highly specialized, knowledge-intensive services play a central role.

Fraunhofer MOEZ completed a survey of German cluster managers in order to generate an image of the „service mentality“ found in regional clusters. On this basis, the institute formulated recommendations for action that were designed to firmly embed the service mindset in German clusters.

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