Cluster strategies and smart specialisation strategy: do they really leverage on knowledge and innovation-driven territorial growth?

Nibedita Saha, Tomas Sáha & Petr Sáha

To cite this article: Nibedita Saha, Tomas Sáha & Petr Sáha (2018): Cluster strategies and smart specialisation strategy: do they really leverage on knowledge and innovation-driven territorial growth?, Technology Analysis & Strategic Management, DOI: 10.1080/09537325.2018.1444747

To link to this article: https://doi.org/10.1080/09537325.2018.1444747
Cluster strategies and smart specialisation strategy: do they really leverage on knowledge and innovation-driven territorial growth?

Nibedita Saha\textsuperscript{a}, Tomas Sáha\textsuperscript{a} and Petr Sáha\textsuperscript{a,b}

\textsuperscript{a}University Institute, Tomas Bata University in Zlín, Zlín, Czech Republic; \textsuperscript{b}Centre of Polymer Systems, Tomas Bata University in Zlín, Zlín, Czech Republic

**ABSTRACT**
The aim of this paper is to explore and investigate the notion of cluster strategies and smart specialisation strategy as a twin perspective, knowledge & innovation-driven regional growth and regional economic development theoretical approach along with the policy perspective. The application of the cluster concept in smart specialisation strategy is the cornerstone of creating unique entrepreneurship and knowledge-driven innovation centre in the region connected to the provincial growth scheme. Both clusters and smart specialisation are gaining its fame in the EU’s regional policy discourse, due to its role in the upcoming new Horizon 2020 programme, where, they have been applied by policy makers worldwide as building blocks for implementing different policies such as research & innovation, industrial and regional policies. This paper deliberates about the responsiveness and initiatives of the cluster concept and smart specialisation as an effective strategy that leverage on developing entrepreneurship and create knowledge and innovation-driven regional value.

**ARTICLE HISTORY**
Received 19 September 2017
Revised 2 February 2018
Accepted 12 February 2018

**KEYWORDS**
Cluster strategies; initiatives; competitiveness; entrepreneurial spirit; innovation; knowledge; smart specialisation strategy; territorial growth

**JEL CLASSIFICATION**
I23; R58; 038; 052

**Research highlights**

- This research suggested that – both the approaches (cluster strategies and smart specialisation strategy) have a great impact to face today’s regional competence challenge.
- Both the policy approaches, are responsible for achieving sustainable regional value creation that not only facilitate to improve the regional and enterprise competitiveness, but also it enables to identify the most appropriate technique to utilise their existing resources attractiveness and survive in this dominant world.
- The cluster strategy approach could be a very stimulating and sophisticated approach for the new EU member states, territories their research institutions, universities, small and medium enterprises with the intention of creating new business opportunities with worldwide competency. Under these conditions, competitiveness and innovation have become a burning topic of academic, business and managerial debates with regard to the power of enhancing knowledge and innovativeness in region’s to generate prosperity and employability.