

The role of Social Capital in the Technology Transfer

**Case study:
Serbian Clusters and Cluster
Management practices in Serbia**

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Key concepts

Cluster

“Clusters are **geographic concentrations** of interconnected **companies, specialized suppliers, service providers, firms in related industries, and associated institutions** (e.g., universities, standards agencies, trade associations) in a particular field that **compete** but also **cooperate**.” (Porter, 2000)

Social Capital

“Social capital as the **links, shared values and understandings** in society that enables individuals and groups to **trust each other and so work together**”.
(Keeley, 2007)

Technology Transfer

“The **movement of know-how, technical knowledge, or technology** from one organizational setting to another.”
(Roessner, 1993)

Background

- **Rise of clusters in Serbia started in 2004**
- **The majority of clusters is lagging behind and struggling for their existence**
- **Besides external factors, clusters are hardly coping with the internal limitations**

Research questions

- Are the clusters institutionally recognized and supported by the government in Serbia?
- How are the clusters established?
- Are the members of the cluster aware of what a cluster can offer to them?
- Are the members cooperating?
- Does social capital exist within the cluster?

Methodology

Theoretical approach

Qualitative and descriptive analysis of data collected by

- Conducting expert interviews with
 - Cluster managers
 - Initiators of establishment of cluster
 - Representatives of development agencies
 - Cluster umbrella organisation representative
- } members of the Supervisory Board
or members of a clusters

Empirical research

Work experience: **Agency for Development of Small and Medium-Sized Enterprises (Novi Sad)**



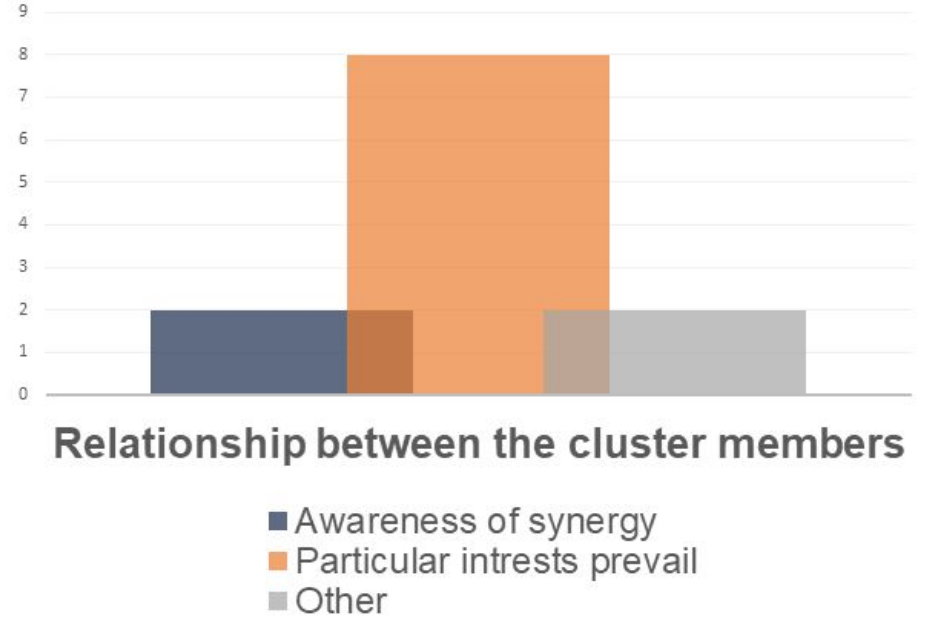
Sensor Technology Cluster (Regensburg)



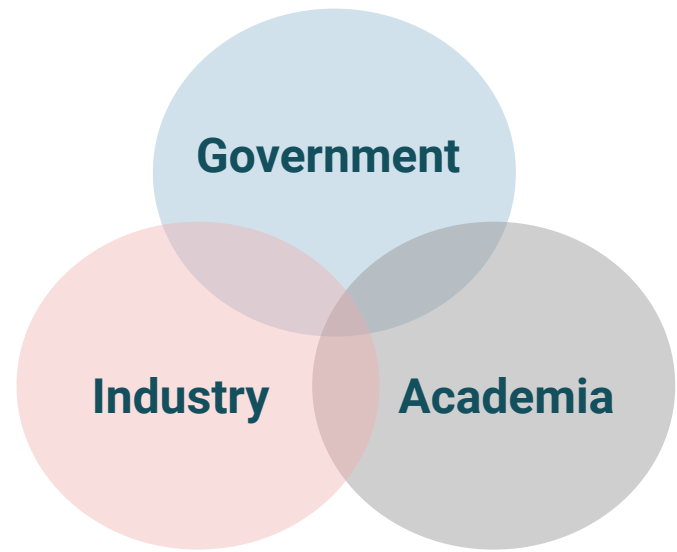
Research

- How many members are in the cluster?
- Who initiated the establishment of the cluster?
- Which services offered by the management cluster members use?
- Which measures were taken in order to boost cooperation between the members?
- Since the foundation have an increase of trust between the members been experienced? If yes, how it evolved? If not, what might be the cause?

How would you characterize relations among members in the clusters? More precisely, whether the awareness of synergy is dominantly present or particular interests prevail?



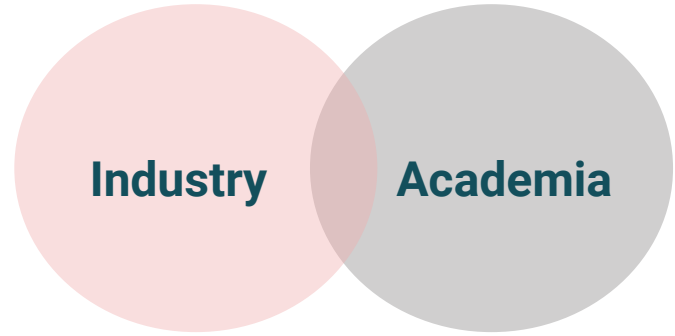
Why is Social Capital important for the success of a Cluster?



Triple Helix Model

- Cooperation is *sine qua non*
- The actors having the same rights and privileges

Technology Transfer



TT:

- **Form of cooperation in a cluster between the Industry and the Academia**
- **Integral part of innovation process**

Universities need industry for applying their knowledge, and industry needs universities to effectively apply their skills and experiences.

Conclusion



- ✓ Bottom-up approach, University of Novi Sad as a co-founder
- ✓ Participation in local, national and international projects
- ✓ International partners (e.g. GIZ)
- ✓ Long-term strategy and vision
- ✓ Recognized potentials in the local business environment
- ✓ Understanding the local business culture - informal gatherings and activities

Thank you!

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