



Linnæus University
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Master's Thesis

In Concert at The Interior Cluster

A qualitative analysis of Interaction and the space between Conventions



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I wish to extend gratitude to Nicolas who always showed intellectual charity. I want to extend gratitude to the family and friends who supported me through it all. Most of all to Lovisa, I dedicate this to you// Marcus

Linnaeus University, 2022-05-27

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Abstract

Purpose: Since the relationship between micro-foundations and social structures are intertwined, the purpose of the thesis is to shed light on the social capital within the cluster and how it contributes to the creation of networks.

Methodology/approach: This research paper used qualitative research methods, more specifically 10 semi-structured interviews were conducted and one mini focus group. The thesis had an abductive approach.

Findings: Consistent throughout the process of the thesis, there has been a clear connection between social capital and how this affects and contributes to the creation of networks. The micro-foundations such as trust, network, communication, collaboration, and cooperation are thus intertwined with the social structures of the cluster and its development. Thus, the findings of this paper can be of interest for creating a common understanding and providing key insights to several other clusters.

Research Delimitations / limitations: Regarding Delimitations, the researchers did choose to limit the study to ICS. The Narrative review was however not been delimited, as the authors studied other cases in clustering. Regarding limitations, there was a certain level of limited access to the respondents, as the researchers tried to reach out to plenty of members, however, there was a low level of response at first. This did however not affect the outcome.

Practical implications: Reviewing the literature has led to the conclusion that there is room for improvement regarding social capital in clusters and its effect on networking. Thus, this paper provides implications for clusters all over the world that struggle with the social capital.

Originality: The originality of this paper is that it researched an aspect of clustering that is well under-researched in order to shed light on and provide a comprehensive understanding of the social capital and its effect on networking. Thus, the outcome of this paper provides cluster guidance as to the unique value proposition.

Keywords: Clusters; Social structures; Spatial proximity; Non-spatial proximity; Networks; Relations; Collaboration; Trust and Business Development.

Paper type: Qualitative research paper



Disclosure Statements

No conflicts of interest were present.

Glossary terms

Agents	Actors within ICS.
Abstraction:	An idea or manifestation which justifications for existing is predicated on specific rules, combined by multiple theories and/or paradigms. Related to levels of analysis
Serendipity:	The occurrence and development of events by chance in a surprising but beneficial way.
Simulacra:	An image or representation of someone or something which refer to vacuous.
Complexity:	The state or quality of being beyond intricate or complicated. Micro processes become not useful to characterize the whole.
CAS:	Complex Adaptive System.
ICS:	Interior cluster Sweden.
Micro-foundations:	Agents' behaviours and their interactions, on a level benither the actual lev
Social Capital:	The networks of relationships among people who live and work in a particular society, enabling that society to function effectively
EEG	Evolutionary economic geography
Social structures	Rules and constructs which are justified by the existences of systems of rules, which can be represented as proverbial structures.



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1 Introduction

This chapter deals with presenting the reader with the scope of the study. The reader is welcomed by the background of the study. The problem discussion follows attempting to justify the aim of deriving more knowledge of the processes and how they relate to micro-dimensions. The purpose of the thesis and research questions are also presented. To give the reader a 'heads up' of what's about to come an outline of the paper has been written, limitations and delimitations are also presented.

The latest decade has provided us with new theories and ideas regarding the evolutionary economic geography possibilities. There is a huge value in understating these new concepts clearly and rigorously in order to part in the new paths of development that can lead to new markets and additional competitive advantages (Harris, 2021). Thus, strategies that can be considered revolutionary are needed, and innovative efforts and solutions are looked into as traditional patterns are revised. As changes in globalization, markets, goals, technologies, and organizations are leading to a new competitive environment, something has to be done (Barkley and Henry, 1997).

These new concepts regarding the evolutionary economic geography possibilities touch upon several issues as to how interconnected complex systems work, how communication, collaboration, and understanding can lead to success and networks (Harris, 2021), and in this case, successful clustering. Clusters have been interesting for the promise of new knowledge on community foundation that rested on positive-sum view of competition as and being a catalyser, which span constituents and stakeholders, and rests on the idea that due to the human agent existing in a self-reinforcing relationship with physical nature. Acts of an agent depend on the surroundings in concert with life ideals, politics, religion, and economic threads which are interwoven and bent by great political events (Marshall, 1890; Porter, 1998; 2000). This includes holistic approach where the novelty of both the higher



and lower order phenomena are emphasized—in other words the individuals, the firms, regional and national strategies including them acting in concert (Hausmann, 2015; Weber & Glynn, 2006).

Whereas most cluster studies have focused on the innovation process and economic benefits at the intra-cluster level, more limited consideration has been given to understanding how the micro-foundations and social capital of an industrial cluster could affect the creation of intra-cluster networking. Thus, this paper tries to fill that very gap.

The *Interior Cluster Sweden* (ICS) stretches from southern Sweden, spanning the east coast and reaches into the he country only peripheral reaching to the west coast—otherwise covering Kronobergs County, Jönköpings County, Västra Götaland, and Skåne. ICS is an agglomeration of the majority of the Swedish furniture industry in an area which remained dominant during the last 150 years. Their purpose is to facilitate and strengthen the industry, guide member firms, and connect external stakeholders. The main internal stakeholders are the municipality of Vaggeryd, Värnamo, Tibro, and the region of Tranås, Lammhult. Market segments that also account as internal stakeholders are manufacturers; designers; subcontractors, logistics providers and spare part manufacturers as well as; institutions, municipalities, research institutions, educational institutions including governmental and agenise; and international delegations. ICS is in larger part is m up of small and medium-sized companies (SMEs) who may be characterized as micro firms or entrepreneurs. The aim of ICS is to facilitate sustainable growth, increase profits, and maintain and increase employment for its stakeholders, all of which together aim to spur export—in other words, serve to a healthy Swedish Furniture industry (Interior Cluster Sweden, 2021; Rosenqvust, 2021). The Cluster consists of 105 committed participants, in numbers the largest group of stakeholders (90 percent) consists of industry actors, of which the absolute majority (92%) are SMEs. ICS operate through what is called a triple helix model—which structurally connects to the central governmental organizations, educational institutions, and SME's (Kergel et 8 (131)



al. 2021). Within this context, they have their own initiatives—the annual event Möbelriksdagen. But historically also external industry events such as competitions; school events; national or international fairs, Kistamässan, New York and Paris fashion week and Inside Swedish Design among others. Other projects include the movie Respect which sought to communicate Swedish Furniture Values. But also, project announcements putting together firms to EU and national projects. The most recent project is *Furniture Go International (FGOI)* which seek to facilitate international business relations for Swedish and European firms, with north Americas, as well as African continent (Interior Cluster Sweden. 2021).

The thesis looks at the phenomena of agent interaction and structural constraints within the context of furniture industry from a networking/sense-making perspective. Instead of taking the big perspectives of cluster strategies, this thesis looks into intrafirm interaction mechanics.

1.1 Background

Clusters are interconnected companies and institutions that are concentrated to a certain geographical area, in a particular field. They can for example include suppliers, a downwards stream of customers, and manufacturers on the lateral. Many clusters also can include institutions in the governmental area and are on a regular basis in connections with universities and other institutions of interest (Porter, 1998). Clusters represent a new way reasoning on local economies, state, and national institutions, and how they present a new role for companies in connection to competitiveness. Clusters represent an important forum in where new kinds of dialogues can and should arise, a place where companies, institutions, and other entities can share information and create something new (Porter, 2000)

The academic school has seen a significant increase in the interest for regional clusters. The main focus has been on why they exist and how they actually function (Arne, 2016; Depner & Bathelt, 2005; Rocha, 2004) Later



research has shifted focus to why some clusters succeed, and some do not, how to foster innovation, and nurture the internal network (Wu, 2021). Clusters come in endless varieties, these days clusters can be found in both developing and developed economies and in all industry types. This variety has led to a small issue with the definition of clusters in the academic literature. Some authors have defined them ‘as geographically located firms producing the same product, as interrelated industries,’ or by others as ‘networks of firms, related institutions in geographical boundaries, firms using the same core technology and innovation’ (Rocha, 2004). However much of the work in clusters goes back to Michael Porter’s work, as he defines clusters as follow:

“Clusters are geographic concentrations of interconnected companies, specialized suppliers, service providers, firms in related industries, and associated institutions in a particular field that compete but also cooperate” (Porter, 2000, p. 17).

The global competition and economic geography provide us with a paradox, regarding that the advances in technology have removed many of the roles of location but clusters still provide us with important insights in creating competitive advantage. Even though the former reasons why clusters used to emerge does not remain the same due to globalization and technological advances, the influences in clusters on competition are growing in this dynamic economy (Porter, 2000).

Porter's *The Diamond cluster model* is the original macro conception for viewing firms, in its original formulation concerned the phenomena of industrial agglomeration, interconnected over geographic areas—argued to be a striking feature of highly competitive nations. The models highlight the context for firm strategy and shine light on tangible and intangible assets/infrastructure in the node factor inputs (Porter, 2000). Social capital is not mentioned ones and relationship (Porter, 1998; 2000). However, Porter

has received critique from several researchers who claim his model neglects the human aspect of clusters, as he does not take in consideration the micro-dynamics of the industries, internal resource-based perspectives, social capital, and personal relations (Smit, 2010; Yetton et al., 1992; Vlados, 2019). See Figure 1, ‘*Sources of Locational Competitive Advantages*’ (Porter, 2000, p. 20).

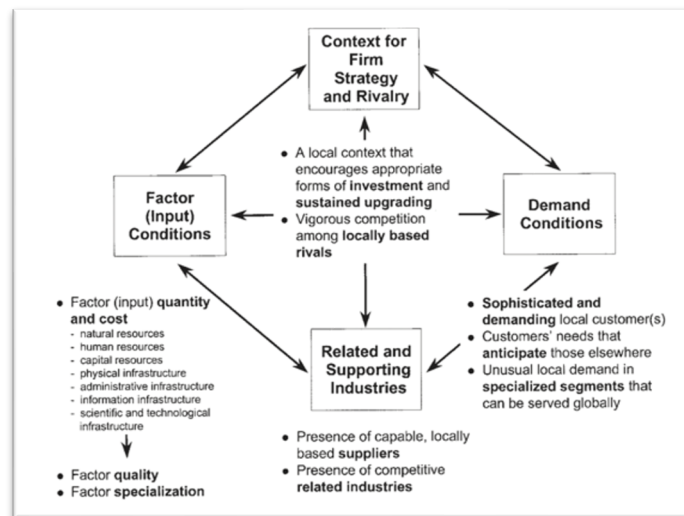


Figure 1-1: Sources of Locational Competitive Advantages (Porter, 2000, p. 20).

Even though the research into clusters has increased, there is still a need for further research since there is a lack of knowledge in how successful clusters come to exist and what this success is based on (Arne, 2016). A big part of this success could be based on the social capital of the clusters, as the interaction between members leads to intra-cluster networking. There is a big need for understanding the sharing of knowledge, social networks, and the understandings of dynamics, since these factors increase the potential of the cluster to grow and succeed. If cluster members do not share a vision and consensus, the chance of the cluster to be successful is considerably lower than the one with a functioning and shared vision, that focuses on this network and coordination (Ingstrup & Damgaard. 2013; Harris. 2021).



Later research has shifted somewhat from the industrial point of view to a more social model, exploring the sharing of knowledge, social networks, and the understandings of dynamics (Karnøe & Garud. 2012; Harris. 2021). New competitive challenges coming from the international environment has forced many clusters to increase their interest in internalization, this process can have several negative consequences if the cluster is not ready to meet this challenge (Bettioli et al. 2019). Internal structures of the network, the innovation, and the dynamic of the cluster could be put at risk, as research shows that companies that are in clusters do better than other companies. But also, that it is not the easiest to create new clusters and get them to function (Berggren & Brulin, 2002).

In the clustering or industrial agglomeration structure, two dynamics are of central importance, a healthy local rivalry and improvement to productivity. Technically, this is manifested through external threats and internal rigidities. In terms of vulnerabilities, clusters are however not predisposed to one or the other, but equally to both. For an example, a changing world may lead to skills falling out of relevance; insufficient technological adaptation; change in customer needs or restrictive labour rules (external). On the other hand, internal phenomena such as over consolidations; mutual understandings and cartel formation and more generally; collective inertia may be just as detrimental to the local rivalry and production capacity (Porter, 1998). More generally to strive for a healthy ecology from which external change will emanate, the introspective sentiment suggest sociocultural and historical aspects can be drivers of the developmental trajectories of external economies—a sentiment mainly proposed by the Italian school of thought (Rocha. 2004). Similarly, the underlying system dynamic of agglomeration implies coordination and re-coordination is concerning with the production of externalities through the clustered firms as well as their stakeholders. As the result of this thought, common understating and collaboration is imperative when reflecting over improving cluster (Harris, 2021),



emphasizing interpersonal and interorganizational factors as an additional area of improvement (Karnøe & Garud, 2012).

Thus, this thesis will partially be an extension as well as critique of *Dimond cluster model*, which was first presented in the article first edition of the 1990s, *The Competitive Advantage of Nations*. The author Porter shows no primacy in the micro dynamics' phenomena (Porter, 2000). It is thus of importance to apply some insights from which are contrary to the original model with arguing for a primacy of micro level processes—in the interaction of people and companies, as opposed to macro and regional strategies. This shift emphasizes sensemaking as a conceptualization for the derivation of—among other things—networking, communication, and collaboration (Karnøe & Garud. 2012). Moreover, because we deem one dimension to be an insufficient conceptual background, we are incorporating two dimensions into the narrative review focusing agents that are continually impacted by both their immediate surroundings—characterized by the micro, meso and macro entity which manifests itself through the existence of companies which by virtue of this get specific characteristics, a unique interaction of individuals, firms, and institutions which in themselves are subjected to other dynamics (Coviello et al. 2017).

1.2 Problem Discussion

Future research should aim at using qualitative means as to analyse how agents make sense of their place in the larger system and its tensions, interdependences; being sensitive to dimensions of relationships; focusing on nonlinearities; focusing on processes as well as events; seeing patterns across levels; understanding the patterns of change; shifting foreground and background implicating the observers roles to redefinition and; viewing the systems history and as an integrated system (Hausmann, 2015). Building on an institutional agency perspective and the prior system we ask why it gets institutionalized (Hassink et al. 2019). At the same time exogenous forces like boundary-spanners may arise due to quick growth, services going



internationally or attraction of foreign direct investment—FDI (Sölvell & Lindqvist, 2012; Wu, 2021) thus some authors posed the question what the effect of non-local resources relates to emergence of paths new paths (Hassink et al. 2019).

Why this is a useful rational to utilized is the emergence of institutions from novel micro-level phenomena. This leads to phenomena which is novel themselves, in relation to the organization and social dynamics—such as *socio-economic, socio-cultural and socio technical mechanics* which temporarily may overturn the current firm trajectory¹ (Hausmann, 2015). More specifically has there been a call for further research around conceptualizing “[the relationship between] macro- and micro-layers [...] whereby the environment sets the rules of the game, and individual-level assumptions supply workably realistic terms”—pertaining to multinational business enterprises (MBE) (Coviello, Kano & Liesch, 2017).

Bridging the aforementioned scientific gaps pertaining to the system and connecting them to something more tangible have calls to examine the relationship between established firms and entrepreneurs (Delgado, Porter, and Stern, 2010) and social impact of entrepreneurial on development, but with a context focus rather than individual characteristics as the current study have no such delineations (Rocha, 2004). Proximity is used as a dynamic concept into lower dimensions delineated between spatial and non-spatial proximities (Boschma 2005; Geldes et al. 2015), it has been stressed to find ways to reinforce social proximity—and the constructs it entails in the cluster (Geldes et al. 2015). Spatial and non-spatial proximities it has been called to study and likewise to find ways to reinforce social proximity—and the constructs it entails in the cluster (Boschma 2005; Geldes et al. 2015).

¹ Author comments



The micro-dimensions are a point of emphasis that philosophically should not be treated as within a linear relation but interacts with micro, meso and macro phenomena. It is a relationship that exist between the people comprising the firm and the abstract entity itself. To understand the issues of collaboration—considering teams, groups, and individuals. But also, cognitive, and affective traits such as ‘*social competence, cognitive adaptability, and entrepreneurial alertness.*’ (Coviello, Kano & Liesch, 2017; Hausmann, 2015).

The social interaction remains a continuous negotiation between the agents partaking (Lorenzen, 2002; Sölvell & Lindqvist. 2012; Harris, 2021; Weber & Glynn, 2006). Moreover, is there a lack of understanding in the EEG literature, on how intra-cluster relations and expectations, visions and conventions come to be, and how they affect intra-cluster networking (Hassink et al. 2019). As well as identifying methods to reinforce social proximity—as is seen in regions where employees move between firm leading to a positive externality of social cohesion (Geldes et al. 2015) Accordingly it’s been called to study trust in an entrepreneurial setting where it span—both micro levels between people and macro levels and institution—between formation and braking (Welter, 2012) including trust in partner-specific commitments and dyadic networks which are routinized through in depths learning (Lorenzen, 2002). Otherwise, could lack of trust lead to certain parties conducting gatekeeping and prevent otherwise sound strategies, which might cause vertical and horizontal cooperation, and thus lead to less intra-cluster networking (Lorenzen, 2002; Sölvell & Lindqvist. 2012). The narrative where this takes place, how does power and influence factor in as well as superficial dynamics such as heritage (Harris, 2021) how is the dynamic in which inter-cultural differences occur between, inter-institutions; firm-institutional and business-culture industries (Weber & Glynn, 2006; Sölvell & Lindqvist. 2012)



These are micro-dimensions and foundations have thus, experienced a lack of focus in the literature, as it was a subject to critique for failing to emphasize analysis of social resources, of which it was called on to promote industry contacts, calling the social aspects into action (Lorenzen. 2002). This can be characterized as a shift to an introspective vantagepoint stressing networking which is highly context dependent (Rocha, 2004; Harris, 2021; Welter. 2012), which coupled with individual drive² as a strong predictor of success (Karnøe & Garud. 2012; Curran, et al. 2016; Coviello, Kano & Liesch, 2017).

“In the most general sense are micro foundations referring to locating causes of a phenomenon at a level of analysis lower than the phenomenon itself.” (Coviello, Kano & Liesch, 2017, p. 1155).

1.3 Purpose

Since the relationship between micro-foundations and social structures are intertwined, the purpose of the thesis is to shed light on the social capital within the cluster and how it contributes to the creation of networks.

1.4 Research questions

1. How is the social capital perceived to contribute for intra-cluster networking and how can intra-cluster networking be improved?
2. How is intra-cluster networking affected by pre-existing values and conventions?

1.5 Thesis outline

The authors of this paper sought to confer a clear structure throughout the paper, with the intention of giving the reader a good understanding of the

² In other words, *agency*, without granting free will.



topic that is being researched. The reader is first introduced to the cluster phenomena as well to ICS who will be the cluster organization of focus in this paper. Then, presented with the problematization of clusters, including the areas of improvement that ICS has been provided with putting them into contrast with the literature.

The second chapter of this thesis will be the methodology chapter, here we will present the approach of how the study will be conducted, the methods will be described, and why certain choices have been made or not. It is mainly about the choice of research method, credibility, ethics, etc. For this study, semi-structured interviews will be conducted with ICS nodes. In other words, firms and institutions constitute the cluster, in order to get an understating of the pillars that makes ICS.

The third chapter will consist of the empirical chapter, here the findings will be presented to the reader. Here we will present the findings gathered from the semi-structured interviews. The information collected will be presented in a well-written and thorough way, in order to give the reader a good understanding and base before reading the final chapters.

The fourth chapter will consist of the theoretical chapter, here underlying concepts and relevant theory function as a base for the structure of the paper.

The fifth chapter is a narrative review, sought to cluster academic literature. This will be done in order to show the reader that meticulous research has been conducted, to show the credibility level of the paper. The narrative review will establish a feeling of familiarity and understanding of the current research in this particular field before we carry out a new investigation. This will give us a good understanding of what research has already been conducted and identify different cases and their outcome. In the narrative review, the authors will identify important pillars that will thus be connected to ICS, in order to research what and why some cluster facilitators are successful and what this success can be based on. The narrative review will thus be later used to analyse the empirical data that will be extracted.



The Sixth chapter will consist of the analysis of the empirical information gathered, in this chapter, the empirical data will be analysed, and opposed to the selected theory, the main topics analysed will thus be of importance to the academy and the industry, including ICS.

The seventh will be the conclusion, where the authors will present the concluded findings from the analysis.

1.6 Limitations & Delimitations

Regarding Delimitations, the researchers have chosen to limit this study to ICS, and that the empirical information regarding the several micro-dynamics of the different actors in the cluster will be extracted from ICS only and not several clusters, thus adding value and greater understanding specifically to ICS. The Narrative review will however not be delimited, as the authors will study other cases in clustering, how the actors positioned their expectations, usage, and delivery of information. Thus, the conclusion of this paper can be of interest for creating a common understanding and providing key insights to several other clusters.

Regarding limitations, a certain limited was accessing the respondents, as the researchers tried to reach out to plenty of members, however, there was a low level of response at first. Due to this limited access, the timeframe was pushed forward to have time to reach out to other members, that eventually responded. Nevertheless, this did not impact the outcome of the research as the degree of respondents were well above the needed amount by the end.



2 Methodology

In this chapter, detailed information of the different approaches of this study will be described and justifications in regard to the chosen approaches. The main focus is on the choice of research method and how the interviews will be conducted.

2.1 Choice of research method

There are two different kinds of research methods, these are qualitative and quantitative methods. The researchers must know the differences between these two methods and identify which method is the best for the research that is to be conducted (Bell. et al., 2019).

The quantitative research method can and should be used when the researcher wishes to quantify a certain collection of data, for example, answers from a survey and use the method to analyse the data (Bell. et al., 2019), this method does thus not fit the scope of the research.

“Qualitative research is a holistic approach that involves discovery” (Williams, 2007).

One major identifier of qualitative studies is the one of a social phenomenon being investigated, but from the viewpoint of the respondent (Williams, 2007). Qualitative research methods can also be seen as a research strategy that has its main focus on the quality and not the quantification of the information that is being collected and researched. Qualitative research has some important pillars that can be presented as follow:

- This strategy emphasizes and highlights an Abductive approach to the study, this deals with the relation between the research and the theory (Bell. et al., 2019).
- This strategy also tends to take distance from the norms and perspectives of the scientific models and rather focuses on the understanding and perception of individuals, trying to interpret and put their reality into words (Bell. et al., 2019).



- It paints a picture of the social reality and presents its ever-changing features and elements in connection with the creativity and characteristics of the individuals (Bell. et al., 2019).

This study will thus consist of a qualitative research method strategy, which is based on the focus of the paper, since the researchers are interested in the expressions of words rather than numerical data. The researchers' aim for this study is to emphasize, mainly the weight of social reality and how individuals perceive and interpret their reality in regard to the pillars identified in successful clustering.

2.2 Scientific approaches

With an Abductive approach, theory is the outcome of the research. Thus, the researchers would begin by collecting data considered to be relevant for the study, once that is done the researchers try to interpret and find patterns in the data found, and lastly developing a theory to explain these patterns (Bell. et al., 2019).

Deductive starts with a social theory, studying what others have already done, exploring theories about the phenomenon of choice, and last test different hypotheses that have emerged from these theories (Bell. et al., 2019).

Abductive reasoning will be the scientific approach chosen for this study because the study unfolds over time in a zig zag mode between the empirical section and the theoretical section, tailoring it for the as the research goes along, with an emphasis on the respondent's words and expressions regarding the main research topics of this study (Bell et al., 2019). Not only do the researchers create and identify patterns, but also create an understanding of the logical and psychological processes of the topic (Lipscomb, 2012).



*“The creative, imaginative or insightful moment in which understanding is grasped – or is thought to be grasped.”
(Lipscomb, 2012).*

This choice is based on Bell et al. (2019) interpretation of the approach since abduction is connected to both deduction and induction, using both theory and empirical data to create an understanding of a phenomenon. This is based on a pragmatist perspective; the reasoning can be seen as a puzzle that the researchers seek to explain or solve. These ‘Puzzles’ can be found when the researchers come in contact with an empirical phenomenon, that existing theory cannot explain or answer with a solution. The researchers thus seek to identify how to make this ‘puzzle’ less puzzling. This means that the researchers go back and forward, engaging with the social aspects of the world as the empirical information is obtained for theoretical ideas with the literature in mind (Bell et al., 2019).

In this study, the researchers will extract empirical information from performing semi-structured interviews with the ICS as such (including the administration, entrepreneurs, representatives for SMEs, large and multinationals) firms as well as a narrative review of previous studies on relevant academic literature. This will thus allow the researchers to create an adequate understanding and see the connection between the theory and the empirical information, making the ‘cluster puzzle’ less puzzling.

Exploratory research is well suited if the research area still is in its infancy, isn’t well defined or otherwise riddled with gaps. In addition, it makes sense to have semi-structured interviews due to the already loose bounds (Zakrzewska-Bielawska, 2018). Thus, it makes sense to couple the abductive methodology, which is well suited as our initial literature exploration found much literature on this area.

2.2.1 Approach and Considerations

While these results are limited in what they can say about the person, they are generalized to suggest principles or patterns affecting the system as a whole.



These tools for thinking are embedded in the language through which people communicate by means of literature. They enable you to understand the social world and they have a hierarchical structure. But be warned: writers vary in what they mean by each of these tools for thinking, how they employ each tool and how they conceive the relationship between the tools. No idea, not even a tool for thinking, has an absolutely fixed and universally agreed meaning. Here is our version of what these tools are. (Wallace and Paulsson. 2003).

2.3 Qualitative data collection

Data collection is the key point in any research being conducted, and choosing the right method is crucial. In a qualitative study, there can be an overflow of unnecessary data, as seen in interviews. Nonetheless, all data needs to be analysed which can be a beautiful agony, since the scope is usually very broad, and this can lead to the analysis being difficult (Bell. et al., 2019).

2.3.1 Primary data

There are different kinds of data as primary and secondary. Primary data is the data that is collected by the researchers for the study at matter, this can be done through interviews, experiments, and observations amongst others. The information gathered does depend on the angle and focus of the study, depending on what information the researchers wish to extract. This information can be about values, knowledge, motives, interest and much more (Bell et al. 2019). In this particular study, information regarding the networking, communication, and collaboration of the different actors in the cluster will be of interest, how the actors position their expectations, usage, and delivery of information and a common understanding and thus provide key insights to the actors involved in the evolution of cluster and new path development.



2.3.2 Secondary data

Secondary data is on the other hand not information gathered by the researchers of this paper, but rather already existing information that is available to further investigate. This data can be gathered from a large variety of sources, websites, documents, newspaper, previous interviews, and surveys etc. Since the information at hand is not being gathered by the researchers it is crucial for the researchers to have a critical lens and ensure validity of the information (Bell et al. 2019). For this study, secondary data will be used in order to get a deeper understanding of different cases of studies regarding successful clustering, what works and what doesn't. A benchmark study conducted on ICS by the European secretariat for cluster analysis will also be used in order to get a picture of some of the areas of improvement that have already been identified by the study.

2.3.3 Operationalization

Operationalization is a method consisting of the researchers trying to '*translate*' abstract information into something that can be measured, thus measuring the immeasurable, into physical information. By using questions, the researchers should try to capture the very essence of the concept that is being measured. This allows the researchers to search for information within the concepts, that they consider being of importance to their research, thus extracting important themes and concepts that can be used when extracting the empirical data. The operationalization performed in this research will thus be based on the theory, which will be divided into concepts where keywords will be created, to '*deconstruct*' the concepts (Bell et al. 2019). By doing this operationalization, relevant themes will be identified, to be later transformed into questions that will be used in the interviews. The operationalization will be added to the appendix list as appendix 4.

2.3.4 Credibility

Both quantitative and qualitative studies need to be credible, and this credibility can be measured in different manners. When it comes to quantitative studies, one can use validity, a tool to measure the

23 (131)



interconnection of the results to the data, but this method does not really work with qualitative studies (Bell. et al., 2019). Thus, while performing a qualitative study one can turn to '*Confirmation, Transferability and Reliability*' (Bell et al. 2019). Wallace & Poulson (2003) does however stipulate that the credibility is connected to the clarity of communication and to be clear about the concepts so that the reader can be sure of what it is informed about.

Thus, in order to provide clarity around information, logical inferences, and reception—both towards the readers and respondents of this thesis—, the authors will now stipulate the measures taken to ensure requisite credibility (Bell. et al., 2019).

- Confirmation is about the influence the writers have had on the study with personal opinions, values, and focus on theory. This study will strive to exclude excess personal opinions and values, but the authors recognize that recognitions as well as omissions of information is to some degree a value judgment. The focus will follow a valid red thread throughout the Narrative review. The respondents will also be anonymous, which could facilitate honesty and the risk of embarrassing omissions since no names will be named (Bell. et al., 2019).
- Transferability is about to what degree the study could be conducted in another cluster, with its actors and have a similar result. Since clusters are very different from one another, it is very unlikely that the result would be similar if performed with another cluster. With that said, the resulting analysis will try to take this into consideration and aim to identify which results could be context dependent and could been otherwise, if some parameters been different (Bell. et al., 2019).
- Reliability is about how trustworthy the study is, in regard to the context. This study will go through several seminars and opponents who will go over the information subsequently as its constructed. The finished version will also be examined by professors and lecturers at the Linnæus University as well as an experienced tutor, to ensure no doubt is present regarding the reliability of the paper. Reliability is also about the authors making sure anyone involved in the study gets the result of the study, if they wish so, without withholding any



information, to make sure no false information was used (Bell. et al., 2019).

Different types of literature do have limitations pertaining to claims of knowledge which we will take into consideration (Wallace & Poulson, 2003).

2.3.5 Ethics

As researchers, we have ethical obligations that need to be followed. One has an obligation to make the respondents aware of their participation in this study, what the aim is and what their participation will be used for. The participants should thus also know that they have the right to withdraw their consent and their information used for this study at any given time. The information that is shared from the participants should thus only be used for the aim of the paper explained, and not for any other purpose, as this is what the respondent has given its consent for (Bell. et al., 2019).



3 Empirical data collection

Here the authors deliberate on decisions for how to best answer the research questions, 'How is the social capital perceived to contribute for intra-cluster networking and how can intra-cluster networking be improved?' and 'How is intra-cluster networking affected by pre-existing values and conventions?' To answer these the study was guided by an exploratory and purposive method for sample-collection.

3.1 Sample Selection

The focus will as be stated throughout the paper be on ICS and the actors that interact within this particular cluster. With the research questions in mind a purposive sampling is the most fitting. Bell et al (2019) state a purposive sampling as a non-probability kind of sampling which strives to ensure relevance in line with the research question; thus, we didn't discriminate any market-segments, nor formal positions; a minimum of large firms was contacted and interviewed—ending up 1/6th of respondents and professionals who didn't have this as a hobby. But within these rules, we sought to capture Entrepreneurs either by way of method, mentality, or profession. As well as administrators, concern and/or brand managers had a perspective which was closer to an institutional perspective in relation to the smaller.

More precisely, this study will at first employ a snowball purposive sampling method. With this method the researchers will have contact with a relevant and well connected—either a small group, organization, or person of interest—and let them be a guide to new respondents. Thus, growing the sample like a 'snowball.' One negative aspect of snowballing is that the sample will very unlikely represent the whole population and to be a source from which generalized qualities can be inferred, it is however a recommended when a network of actors is the focus of attention (Bell et al. 2019). Thus, this negative aspect will have limited effect to our research due



to the networking nature of the cluster, as well as the acquired sample-group being accrued based of one informant.

A crucial design choice is that the quotas are triangulated by '*hard information*' from the cluster database; narrowing down the research questions so that theoretical assumptions had a good fit to the chosen method—this may ensure that the sample is meaningfully connected with the studied phenomena. Our informant is also well established in the industry and cluster, bolstered by 20 years of experience. This can have the added effect of increasing the reliability by ensure an increased understanding for and between the researchers conducting the study, the respondents as well as the informant (Rosenqvist, 2022; Bell *et al.* 2019).

Quota sampling is in extension also favourable because the exploratory research generated theoretical ideas (Bell *et al.* 2019). Coupling the informant and the quota delineations could furthermore ensure reliability as a tool to control for bias and endow the researchers with independently deliberation over the selection process and is further manged by the sample-rules. Through this deliberation smaller firms and entrepreneurs was deemed as superior and more influenced by socio-economic structures (Bell *et al.* 2019).

Generally, there are no rules for the number of interviews which endow proper empirical saturation, because 10 interviews we conducted led us to 10 hours of interview content, which justify the wide scope of the study. If, however, the studied relationship is of similar size and units, fewer respondents are needed. In addition, was the number of interviews well above the minimum requirement of 6 interviews (Bell *et al.* 2019; Galbin, 2015). Since the research was exploratory the decision was made to not have a homogeneous group, a decision which might have a detrimental effect of reaching saturation. This could be partially counteracted by our purpose to not generalize the experiences gained but to identify the nature of it (Zakrzewska-Bielawska, 2018).



As previously mentioned, to scrutinizing the sample criteria semi snowball and quota selection was used—partially guided by the CEO in the role as our informant to the contacted actors which was used in concert with quotas—stipulated below.

- Because the study is exploratory in nature, we didn't discriminate actors or market-segments—i.e., designers, producers or sub-contractors and no formal positions.
- The agents had different relations with the cluster, some a longer history as well as more and less relations with the cluster.
- 10 actors interviewed and made up 1/3 answering frequency.
- We choose mainly SMEs in order to have firms which was more or less beholden to the clustered and the area in terms of revenue.
- In order to get an institutional perspective, four with formal roles, three from larger firms—of which three was the formal.
- Within these rules, we sought to capture Entrepreneurs either by way of method, mentality, or profession. As well as administrators, concern and/or brand managers had a perspective which was closer to an institutional perspective in relation to the smaller.

3.1.1 Qualitative interview methods

When a qualitative study is to be carried out, it is common that the researchers collect material and a common method to do this, is by interviews, since they have a variety of different interview methods to choose from. While all kinds of interviews are used to get to know the interviewee a little better, the purpose of conducting an interview can be very different depending on the research question (DiCicco-Bloom & Crabtree, 2006). A well performed qualitative interview should create a deep understanding of the respondent's opinions and words, and not only that but also take in consideration the respondents experiences and their values regarding the topic. (Bell et al. 2019). The interviewee should thus share their rich thoughts and interpretations of the phenomena and leave the latter done interpretation to the researchers (DiCicco-Bloom & Crabtree, 2006). By the usage of qualitative interviews, the researchers are allowed to get a wide picture of the subject at matter, being able to lead the interview were its desired but also allowing the respondent to roam around the subject. The degree of freedom



in an interview depends on the type of interview that the researchers choose to work with (Bell et al. 2019).

Mainly it is known that there are three types of interview methods with their own pros and cons, these are structured interview, semi-structured interviews, and unstructured interviews (Bell et al. 2019; DiCicco-Bloom & Crabtree, 2006).

The first one being structured interview or standardized interview, follows a clear pattern of interview schedule (Fontana & Frey, 1994), which consists of the questions designed that are to be asked by the interviewer that often produce quantitative data (DiCicco-Bloom & Crabtree, 2006). The main point of the structured interview is to give the exact same questions to every respondent, so that all the respondents are given the same stimulus. The questions are to be read as they are written in the interview guide, and in the same order, for every respondent (Bell et al. 2019).

A semi-structured interview gives more freedom to both the interviewer and the respondent, as the interview can ask follow-up questions depending on how the respondent answers. This method allows the interview to keep an open mind and dialogue, not putting any restrictions on the structure of the interview (Bell et al. 2019; Zakrzewska-Bielawska, 2018). The interview is scheduled beforehand, with a designed time and location, and the interviewee is aware of the topic that is to come and sometimes even some questions. This interview is organized around predetermined open-minded questions, with new questions to arise from the conversation (DiCicco-Bloom & Crabtree, 2006).

The last one being unstructured interview method. As the name explains it has no real structure, very open-ended questions. No interview is however truly unstructured; however, this method is relatively close to being a guided conversation (DiCicco-Bloom & Crabtree, 2006). The main point of this method is to have a greater breadth than other interview types. (Fontana & Frey, 1994). This method can catch the respondent off guard if the



respondent is not prepared to this kind of method, making the respondent feel unprepared (Bell et al. 2019).

In this paper, semi-structured interviews will be the method of choice, this is based on that the researchers are interested in creating a deep understating of the networking, communication, and collaboration of the different actors in the cluster. The authors deem the other type of methods of interviewing to be at odds with our goals, as it is a collaborative process between the respondent and the researcher. We strive for questions that allow the respondents to speak freely, in order to obtain deep and full information of the topics.

3.1.2 Interview techniques

Semi-structured method gives the respondent large degree of freedom to formulate their answers and also let me mind wonder away to shape answers that might not have been created if the interview was using a structured method (Bell. et al., 2019). This type of interview can be done in groups and individually, the latter one being more common since individual interviews allows the interviewer to go deeper in to the social and the personal perceptions (DiCicco-Bloom & Crabtree, 2006). Since the semi-structured interviews still follows a certain area of interest, the research usually creates an interview guide, this consists of topics that are to be discussed in the interview, to stimulate the mind of the respondent (DiCicco-Bloom & Crabtree,2006, Bell. et al., 2019). The researchers usually add questions to these topics, to get a deeper understating of the respondents' answers, a base of questions is thus prepared before the interview. (DiCicco-Bloom & Crabtree,2006; Bell. et al., 2019). The questions are to be made with the intention of stimulating the respondents mind, avoiding ye/no questions, this way the questions can lead to further questions, or topics, creating a discussion. All the respondents do get the same topics and same open-minded questions, since the questions lead to further discussion, no interview will end up with same answers, since the interview takes different paths depending on the answers. This way, the respondent shouldn't feel like it's



an interrogation, but rather just a normal conversation around the topic of focus, creating a feeling of safety (Bell et al. ,2019).

The interview guide for this paper will thus provide a 'red thread' throughout the interview, in order to have an open discussion but still focus on the themes that are of interest for this research.

3.1.3 Mini focus group

By a turn of events, we decided on having an early discussion which served to immerse us more into the subject.

We deem this discussion to suffice possible delineation of focused groups, all though at a stretch, a definition which at the first place have a wide elastic boundary. Most notably the nature of the issue being studied as well as the previous method (Morgan. 1998). But also, that it was being focused, which was sufficed from artifacts inherited from the semi-structured interview, which contributed to moderation and thoughtfulness with six overarching issues encapsulated by the topic social interaction. It also served to collect the experiences noted in the group dynamics as well as issues at hand as qualitative data; The last and most important was having a discussion, which occurred naturally due to the loosely defined question areas (Morgan. 1998)

Focus groups have specific strengths which complement the main method of inquiry, it brought additional insights into the subject and their relationship to each other (some dude. Some year). It was held with two respondents which shone a different light on the previously prepared. The focus group mainly served an explorative purpose which brought the topics additional context and possibility for interpretation which forced us to really engage with the respondents (Morgan, 1998). Doing so early in the methodological process did it improve our experience on the topic to exceed a pure theoretical understanding (Morgan, 1998).

For this thesis, this method will this be used but as a 'mini' focus group, which has the same purpose and structure as a regular one, however it consists of less participants than in a regular one, in this case, 2 respondents.



3.2 Online interviewing

The researchers of this paper have chosen to conduct online interviews which limited unnecessary traveling and being more accessible to the respondents with focus on convenience and simplicity. The platform chosen is Zoom, this is a very popular platform for video conference, and allows for video recording (Lobe et al., 2020). Online interviews are not very different from regular in person interviews, it's just a version of the traditional method. With the COVID-19 pandemic, people are now more familiar with the digital world and how we have implemented this into our everyday life. Even people that used to not be very technological were in a way forced into this world, consequently making it easier for everyone to take part of an online data collection (Lobe, Morgan, & Hoffman, 2020). However, there are some requirements for a performing an online interview, they are as follows:

- Internet connection stable enough to use a program for video conferencing, with it being interrupted by bad internet (Lobe, Morgan, & Hoffman, 2020).
- Both the respondent and the interviewers need to have well working equipment as in headphones, microphone and in some cases camera (Lobe, Morgan, & Hoffman, 2020).
- Logistic requirements as in a regular interview are also required, a quiet place to make sure there are no interruptions during the interview process (Lobe, Morgan, & Hoffman, 2020).

To ensure that the interview requirements are met, it is recommended that the researchers send instructions not only with the requirements, but also cease the opportunity to present themselves and the scope of the study (Lobe et al., 2020). This will this be done by the researchers in order to make sure that the requirements are met but also to introduce the study and we, it can be seen as Appendix 2.



All interviews will be recorded, either by sound, video, or both, this so ensure no information is missed from the interviews (Lobe, Morgan, & Hoffman, 2020). To follow an ethical manner of interviewing, the respondents will be asked beforehand if they feel comfortable being recorded during the interview in Appendix 2.

The set time for the interviews will be one hour, this could vary depending on the interview and the tempo of it. The respondents will be asked if they feel okay with cameras being on during the interview, to get a more familiar feeling during the interview and mimicking the feeling of a face-to face interview.

The preferred language to conduct the interviews will be English, this to simplify the transcribe of the interviews and not needing to translate. However, the participants will be asked beforehand if they feel comfortable with the language chosen, if the respondent prefers Swedish, we will adapt in order to conduct the interview without any language barriers.

The last step after the interviews will be to transcribe the information, by using the video recording. The main focus of the transcription will be information considered relevant to the study, everything else will thus be left out of the final transcription. The recordings will be carefully analysed in order to not miss out on any important information.

3.2.1 Interview guide

An interview guide doesn't need to be a high complex guide but rather a brief list of areas that are to be touched upon during the interview and other key pillars that can add into conducting a successful interview. The questioning should allow the interviewer to understand the respondents view of the social world, and that there is a certain degree of flexibility in the interview conducting. While preparing the guide the interviewer should ask themselves, '*what about this puzzles us?*' and '*how do we solve this puzzle*' (Bell. et al., 2019).



Flexibility is thus a crucial part in order for this method to succeed., as the wording of the questions should not be too specific, as it would make it difficult to allow the answers to lead to other areas (Bell. et al., 2019).

The researchers should also not have any or avoid preconceived notions about former information, present and future, not having an opinion formed beforehand without adequate evidence. It is also of importance that the interviewers maintain an open mind during the interview, if this is not the case the follow-up questions might be too leading and can change the outcome of the interview. Writing down information about the respondent is crucial as well, as age, position, gender etc. The location should be quiet and shouldn't allow for disturbance, allowing to conduct the interview without being interrupted. Since the interviews will be conducted through teams or zoom, in a virtual space, there is little chance of disturbance (Bell et al. 2019). The different themes and questions chosen for the interviews by the researchers will be found in the appendix list once added as Appendix 3.

3.2.2 Qualitative content analysis

For semi-structured data, as the data in this research, analytical methods such as content analysis are usually employed. Through the analysis of text or documents, content analysis can be used in order to identify various topics, themes, or concepts within the data. Content analysis is thus a method that is typically used in order to analyse data that is considered to be of qualitative order, as the semi-structured interviews that will be performed in this study (Bell. et al., 2019). Content analysis can be used when the researchers need to analyse data that is unstructured, as extracting information from the transcripts that will be performed after the interviews. By performing a content analysis, the researchers can get a in depth picture of themes, concepts, similarities, and differences within the interviews (Bell et al, 2019). It is crucial that the researchers categorize the data from the interviews, also known as '*coding*'. This requires that the research create categories and sub-categories in order to create categorized structure of the information (Bell et al, 2019; Jacelon & O'Dell, 2005)



A content analysis will be performed as well as the use of coding. The interview guide will be used to extract the main categories of this study, and the coding will then aid the researchers to create sub-categories to get a deeper understanding of the data at hand.

One issue with content analysis is that often, researchers do a word-frequency count. Here the researchers assume that the words that are most mentioned could be the most important concepts or concerns. Even though this might be correct in some studies, there are issues as synonyms that might be used by the respondents that might lead to the researchers to underestimate some concepts. Even though word-frequency might be a usable method, the researchers must be aware of the limitations (Stemler, 2000). The content analysis will be made as to take out the phenomena which we are looking, sanctioned by the narrative review. Thus, we won't form a narrative approach, but present the relevant result in a sequential and nominal order, where phenomena will be summarized under theoretical umbrellas.

3.3 Theoretical data collection

For this study, mainly scientific articles were used but other scientific literature was also included. The scientific articles were found through a variety of certified search engines to ensure reliability, such as Linnaeus University's University Library's search engine OneSearch, Google Scholar, and EBSCO. In order to find articles that were considered relevant, only Peer-reviewed articles were used, and these were found using the following keywords: Cooperation, business development, innovation, development, change management, sense-making, Networking, Relations, common understanding, intra-firm cooperation, Micro-economics, successful clustering, industrial clusters, cluster network, cluster relations, cluster development



These articles will thus create a base of understating regarding the networking, communication, and collaboration of the different actors in the cluster, as to why some succeed and if they do so, understanding the how.

3.3.1 Source criticism

Being critical to sources is a key factor when doing research since we live in a time where all data collection should be evaluated and questioned for its reliability. Even if the researchers do think critically when looking for information this does not mean that the information is one hundred percent trustworthy but can be seen as an adequate tool to find trustworthy work. Primary data is, of course, the most trustworthy data that the researchers can use, since secondary data does rely on other sources, thus factors such as information gap, leaks of information, or misunderstandings are to be considered. Also, using a high variety of sources that discuss the same issue does give a good understanding of the credibility level of the work (Thuren & Werner, 2019).

There are some key factors that are to be considered to keep in mind while being source-critical and these are:

- The temporal relationship: The older the information, the less relevant the information could be, thus while using old data the researchers must confirm the relevance of the information (Thuren & Werner, 2019).
- Authenticity: Checking who wrote this information, are they reliable?
- Independence: The source being used, and the information extracted should be able to stand on its own and not be information that has just been taken from another source (Thuren & Werner, 2019).
- Falsity: If the authors have something to gain or get out of the information being valid, the credibility should be questioned (Thuren & Werner, 2019).
- Similarly, is it important to ponder if the author is guided by any values which risk imposing bias into their claims (Wallace & Poulson, 2003)



3.3.2 Narrative review

Because the scientific rigor is for the methodological, conceptual, and theoretical setup is so high, the journal is a key part of the scientific endeavour—delving into the trinity which is the intra-cluster-dynamics constituting the agent, firm and cluster. The deliberate choice was made to study interdisciplinary journals and research papers, not entirely relying on entrepreneurship journals. The process was an ongoing one, but due to previous arguments for the virtue in keeping to one school of thought, had methodological issues associated with it (Carraher & Paridon. 2009). It's also been argued that top ranked business management journals tend to be less diverse than lower ranked. Particular critics have befallen the association of business schools (ABS) guide of excellence-based journal rankings—exhibiting systematic biases and unlikely to support interdisciplinary literature and prone to intellectual inbreeding (Rafols et al. 2012). The process did however start with top tier journals—entrepreneurship theory & practice; the Journal of Business Venturing; the Journal of Small Business Strategy and the Journal of Small Business Management. It was deemed a good starting point in terms of scientific rigor, as this journal was a previously favourable track-record made, by Katz in 2003 and a later one by Chow (2007), and then remaining in the top tier journals while an increase in contenders came in 2009 (Carraher & Paridon. 2009). As to not go about it entirely biased a process of keyword searching and revision as to controlling for disciplinary breadth and relevance (Carraher & Paridon. 2009).

The previous decision on focusing on an interdisciplinary breadth, the narrative reviews' primary purpose is—in line with the interpretivist mode of thought—to stake out the research, in line of the wide purview and accounts of literature (Bell et al, 2019; Hoang & Antoncic. 2003). The chosen method of reasoning was abductive in nature as it will help us delineate the subject-area and identify '*how to make this puzzle less puzzling*'. To accomplish this, we had close dialogue with two industry experts as well as an initial read through of the relevant literature from which we attempted to extract



research gaps. These have been revised during the process, by account this we strived to follow scientific standards (Hackett and Dilts, 2004).

Delineations of the search queries was made systematically and after stipulating the proper search terms, relating to categories such as: the interpersonal and inter-firm connections, articles that had an emphasis on the networking, communication, and collaboration. To a certain degree however, the selection principle of snowball selection occurred, as we at times used priorly referred authors. We coupled articles which had an emphasis on future research (Hackett and Dilts, 2004; Hoang and Antoncic, 2003; Wallace & Poulson, 2003) which was in line with the researcher's initial query, as well as Rosenquist (2022) initial problematization.

3.4 Method Reflexivity

Finally, we want to deliberate on the shortcomings of in the first place collecting data and describe a collection of entities and agents. Conducting the interviews, some questions may appear infringing on the respondent's personal perception which may affect the reliability of the chosen method and the result to suffer validity issues. For an example, questioning whether the respondents *'fellow members are recognized as the firms they represent, titles, names, or personality'* may conflict with their self-image (p. 118). Self-image and cultural affiliation may cause them to answer what think is the virtuous instead of what to the study is more accurate. This was attempted to control for by being mindful and not putting the respondent against the wall, but rather the question in a context.

Another fundamental limitation, stem from what we recognize as a fundamental limitation that may arise from speculations, conclusions and at their face might seem harsh or unfair—implying behaviour or values. This is recognized as be a limitation of language and conception and may result from delineation of where and when the interviews were made, perspectives and theories used—thus claims may be limited to the context they are

analyzed in, any inhumanity is an expected the result of the format associated scientific inquiry. This we propose can be captured by the statement,

"Smooth shapes are very rear in the wild but extremely important in the ivory tower and the factory" (West, 2018[2017], p. 141).

4 Theoretical Framework

This section presents the theoretical framework that this study has been built upon and function as chapter to clarify conceptual matters.

4.1 Cluster theory, a critique

As stated before, Porter might be considered to be one of the most respected researchers when it comes to cluster theory. However, his diamond cluster model is as criticized as it is fundamental to cluster theory (Vlados, 2019). See below, Figure 2, '*Sources of Locational Competitive Advantages*' (Porter, 2000, p. 20).

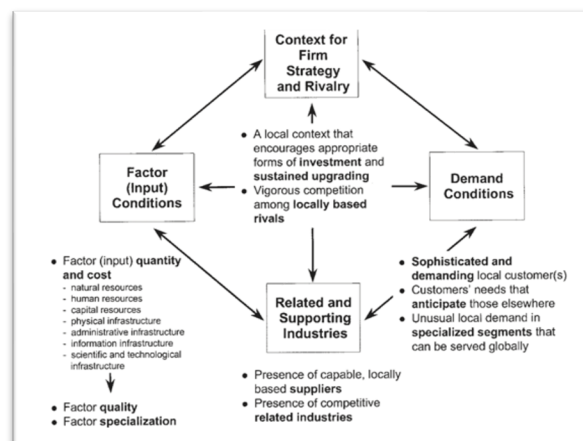


Figure 4-1: Sources of Locational Competitive Advantages (Porter, 2000, p. 20).

Porters The Dimond cluster model marks are by some, considered to be the original macro conception for viewing firms, as it concerns the phenomena of industrial agglomeration and the interconnection over geographic areas.



Porter further argued that clustering is the preferable way in order to make sense of national and regional competitiveness. Each of the nodes that we can see above in Figure 2 relates to all the others. Thus, this model emphasizes the context of firm strategy as well as shines light on the tangible and intangible assets and structures in the node factor inputs (Porter, 2000).

His diamond cluster model is by some considered to be a rather general framework for analysing country-specific sources of advantage that only enhance the international competitive advantage of firms (Smit, 2010; Yetton et al., 1992; Vladoš, 2019). Major critique has however focused how Porter has neglected the micro-dynamics of the industries, how new successful firms emerge and what leads to it (Yetton et al., 1992; Smit, 2010). The internal resource-based perspective has thus been overlooked, as economic capital lies of focus, the social capital is neglected (Smit, 2010; Penttinen, 1994), as it is almost as Porter has forgotten about the human factors, besides the physical factors that the model takes into consideration (Vladoš, 2019). Porter however believes firmly in the traditional control systems in regard to collaboration, control and information flows, however critics beg to differ as they emphasize the importance of a strong culture, management styles, trust and personal relations. A big part of a cluster development lies in the development of communication and collaboration networks (Penttinen, 1994). The diamond does thus not focus on environmental dynamics, nor culture, nor human aspects, as it seems to be a relatively narrow '*meso-environment*' analytical approach (Vladoš, 2019).

Cluster theory has now a certain focus in how entrepreneurial activity plays a part in identifying new opportunities which in turn can lead to innovation and development in the forms of new markets which may end up as new technologies. The cluster can utilize and increase regional comparative advantage which has been well documented (Delgado, Porter, and Stern, 2010; Rocha, 2004). Herein lies on of the key strengths of the cluster, it is the relative organization between intangible constructs such as social and physical proximity (Curran, et al. 2016; Geldes et al. 2015). Clusters enable



the external and the internal dimensions pertaining to a firm or a region to be utilized for both cooperative and competitive purposes and thus a forum in where new kinds of dialogues can for cross-entity knowledge sharing of knowledge and information (Porter, 2000).

4.2 Network Theory

Such a change is captured in the model of network evolution developed by (Butler and Hansen (1991). A basic property of networks is that a huge variation of possible sub-networks may be hidden within, ranging from professional networks, informal networks and social networks. them and at the most basic can networks be characterized as homophilic (implying a homogenous network, characterized by a network of suppliers but not so much other) or heterophilic (heterogenic, consisting of networking of many different market-segments). Because professional groups—in relevant dimensions—may be far away from each other there is a reality try to modulate this and cross-pollination of social capital so to create a reason to interact (Eraydin & Armatli-Köroğlu, 2005; Islam, Gyoshev & Amona, 2020; Jackson, 2020). Network can have some different qualities, the first is '*diffusion centrality*' and refers to the reach of a node and well positioned to spread information. The second called '*degree centrality*,' and is the number of edges or links which shot out from a node and is analogous to sociability. The third '*betweenness centrality*' is a statement of how much information that passes through a node and can be distinguish from the first in terms of qualitative rather than quantitative—in terms of edges. The last, '*closeness centrality*' refers to the number of steps which connects two or more nodes (Jackson, 2020; Ferguson, 2018). Networks have characteristic to undergo radical change with little to no warning due to the exponential nature, this is referred to a phase transition and means that a network can undergo quick change, which might result from a succession of changes in formal or informal leaders so that the nodes with high diffusion centrality grow or shrink—when the network reach about a 2,5 edges/node at this point the



network become path-connected at which point each node has 2 and half connections to the other network (Jackson, 2020; Schindehutte & Morris, 2009). For an example, a local innovation support network has been shown to shrink if international network gets connected to the same network, as it changes the composition of the previous network and expose it to weaknesses (Bettiol et al. 2019; Jackson, 2020; Schindehutte & Morris, 2009). In a highly '*distinct*' networks, homophilic constitution might be present in line of trades or markets—the absence of which is generally hard to come by—which means that some nodes get a disproportionate '*diffusion centrality*' (Jackson, 2020). Due to the relative displacement of resources, capital and experiences clusters benefit SMEs to learn from each other or imitate the development of leading firms—but social networks are key for developing channels that distribution knowledge (Eraydin & Armatli-Köroğlu, 2005). So, is it crucial to engage entrepreneurs, as holders of knowledge within clusters, which they create a crucial channel in which knowledge transfers is made possible by creation of social capital and trust—but because networks hold detrimental feed-back (and poverty traps) make it so that the best ideas get structurally deprioritized (Jackson, 2020; Wu, 2021) With that said, is there rationality for mediating and building bridges between all the internal and external stakeholders of the cluster but the same risks associated with homophily pertaining to the external network (cartels), the internal network structures might succumb to collective inertia (Jackson, 2020; Porter, 1998; Sölvell & Lindqvist. 2012). The collective inertia is particularly detrimental as intra-cluster segregation and grouping lower the trust in the cluster which lays as a basis for leaders to have legitimacy and stakeholders to want to participate, while it could be held that its free choice to be a member there is a risk that stakeholders take it seriously and due to the exponential nature of the cluster, just a few members leaving might start a cascade which could hurt the cluster lethally (Jackson, 2020; Welter. 2012). This is particularly tricky as research on clusters has shown functional networks within the cluster to be based on personal relationships, reputation



and trust which is not instantiated in written contracts or formal agreements (Bathelt et al., 2018.; Lorenzen, 2001; Tambunan, 2009). Thus, there is an even greater need for the cluster facilitator to facilitate a space which structurally work for progress of the collective (Boschma & Frenken. 2011; Jackson, 2020; MacKinnon et al. 2015).

4.3 Endogenous processes and exogenous forces

While novelty and newness it isn't deterministic the creation of innovations and opportunities can be viewed as stemming from endogenous forces which pick apart and repurpose what is already existent—a conception the authors of this paper seek to emphasize. External influences can appear but it's an internal process (Schindehutte Morris, 2009). A variation of “*source of energy within the economic system which would of itself disrupt any equilibrium that might be attained*’ is attributed to Schumpeter, describing what is much like how stars transmute and refuel themselves (Schindehutte Morris, 2009).

Looking *Co-Localization* have been suggested by some authors knowledge-heavy firms benefitting less from knowledge spill overs, agglomeration externalities are co-change systematically over time depending on maturity and new entrants and benefits. All these could be taken as to posit exogenous growth being fed from outside, but—a notable critique of the scientific perspective of which the original paper was written on, EEG—is abstracting away social phenomena and inequalities thus omit the very essence of the cluster, which is the endogenous process which at the heart of interactions, namely the social systems. stemming from inequalities and capital accumulation and the relation between human agency mediated by structures (MacKinnon et al. 2015; Boschma & Frenken. 2011) such as incorporating the concept of power in ways that isn't unidimensional or at all (Welter 2012; MacKinnon et al. 2015). Like firm behaviour occurring somehow independent of regional institutions—proving the divide is considerably more difficult than conceding a natural overlap of firms and institutions, thus



determinism and firm behaviour depends on the level of analysis (Boschma & Frenken. 2011; MacKinnon et al. 2015).

4.4 Levels of abstractions

The analogy of abstraction level can be used when speaking on micro-meso-macro, and often Concluding where change emanates from is depending on the set of abstractions associated with the level of analysis. It's up to the researcher studying or manager managing to decide on the strategy at hand, in face of the challenging forces and to whether the extent they are endogenous decay or exogenous shocks. But historical processes and the current distribution of the cluster influences what comes after (Boschma & Frenken. 2011; Crespo, 2011; Schindehutte & Morris 2009).

- *“At the micro level, the policy is targeted to individual, which its contents are business skills: opportunity identification skill, and psychological endowment including self-motivated.” (Vlados & Chatzinikolaou. 2020, p. 6).*
- *“The entrepreneur is [on the meso-level of analysis] defined as an organization that creates an added value through [the] entrepreneurial process with the content [of which] includes business incentives and administration burden.” (Vlados & Chatzinikolaou. 2020, p. 6).*
- *“At the macro level, the impact of entrepreneurship influences jobs creation and start-up creation nationally in which the policy content includes entrepreneurship culture, entrepreneurship infrastructure, and education” (Vlados & Chatzinikolaou. 2020, p. 6).*

Associated with abstraction levels, emergence describes the manifestation of a confluence of processes and mechanics taking on novel forms, by adding a social system the system into the mix, Porters 1998 model, *Figure 4-1: Sources of Locational Competitive Advantages* (Porter, 2000, p. 20) the model falls apart as mentioned in section 4.1. The micro-meso-macro delineations provide intuitive levels of analysis which of which novel phenomena appear, as such it's been mentioned that institutions emerge from social interactions. But emerging phenomena should not at the time of



analysis take into consideration separate processes but take into account that they are result and an ongoing continuous process which produces of novel effects (Van de Van. 1994; Hassink et al. 2019; Schindehutte & Morris. 2009).

4.4.1 Simulacra-simulation

Simulacrum and simulation refer to a social constructionistic construct where values and knowledge—for an example—is scrutinized over symbol or object and the shared reality it refers back to. In other words, symbols and values which are used as guiding principles, such as sustainability would deconstruct it and ask what is the reality it entertains?

A symbol which conveys an actual thing, but through the social interplay taken to be the real deal, like a personal brand of a designer or otherwise Swedish icon—the simulation can be posited as occurring the relationship between the designer and influence becomes inverted—and in other ways could a socially emergent micro phenomena be said to have taken place and a new set of novel processes emerges on top of it (Baudrillard, 2001, Schindehutte & Morris. 2009). To borrow an analogy of from Baudrillard himself, the state of simulacrum occurs when the designers personal brand becomes an idol and refer nothing which exists, perhaps the designer passed away—it poses as the real thing but perverts' basic reality and masks its absence. In the same way can Swedish values be problematized as its extension get embodied with new values, history, and mythology refers and end up as referring to nothing at all but the thing it pose as (Baudrillard, 2001; Drakopoulou Dodd et al. 2018). This thing which consists of spurious associations derived from a dialectic process and is a collective consequence of association—the resulting condition of this is what is called the hyperreal, which in fact isn't real but the unreal propagate at an increasing rate the choice between propagating the real, simulations or simulacra depend on the measurement tool and what it can use (Baudrillard, 2001) The connection to the values and knowledge can however be masked by varying levels of authenticity which might create a relative association to the values

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(Baudrillard. 2021; Kim et al. 2016; Vlado & Chatzinikolaou. 2020). The cognitive and organizational proximities arise (in this case) as a consequence from the specific construct an organization and the abstract layers it is made up, or the construct of which the specific knowledge refers to, both refer to utilities which could essentially only be argued to rest in the current contextual valence of the construct—i.e., they are themselves abstraction which refers to arbitrary markers of cognitive, social, economic or cultural value to name a few—thus signifying properties of simulacrum. Where perhaps, while not entirely isolate can direct social interactions prove more genuine and arguably important avenue to stakeholders of the cluster to connect with each other (Drakopoulou Dodd et al. 2018; Gelds et al. 2014; Bauldrillard, 1946). Moreover, can types of trust may be distinguished between cognitive-based trust and affect-based trust which and explain why cognitive or strategic trust is seen as a lesser form of the former (Abootorabi. 2021; Welter. 2012).

5 Narrative review

In the narrative review, the authors will identify important pillars in the scientific literature which will then be coupled with specific theories to research how social capital within the cluster contributes to the creation of networks. The narrative review will thus be later used to analyse the empirical data that will be extracted. Each second level sub-chapter will have a descriptive preface.

5.1 Cluster Dynamics

This sub-section will look at the cluster from the analogy of pulls, levies and combined effect so as to give a unified description on the practical matters of the clusters. This it will do through agency in light of structures and go on to talk about structures and the path-dependency they can incur.

The prime goal of the ICS is to create positive externalities manifested in among other things tangible activates such as export capacities but also facilitate activities which strengthen the regional focus on the furniture

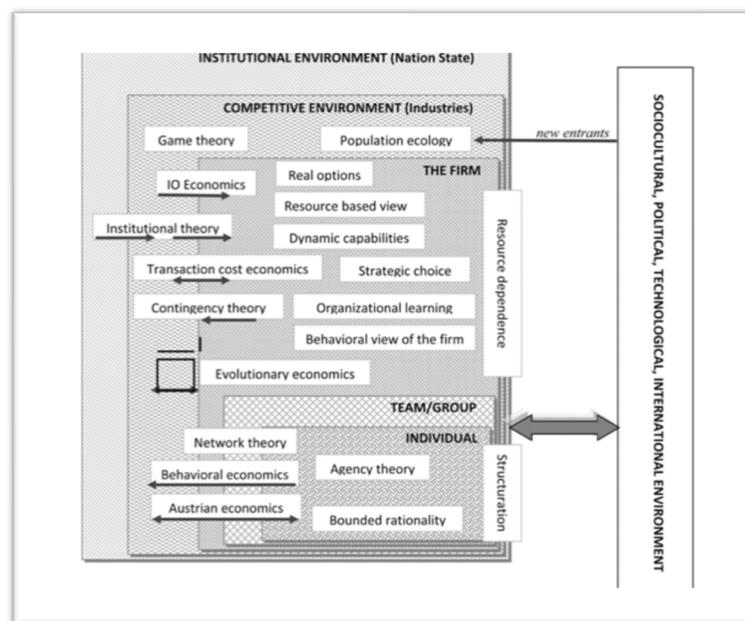


Figure 4-1 Summary of Theories at Various Levels of Analysis (Schindehutte & Morris, 2009, p. 249).



industry including (Rosenqvist, 2022; Kergel et al. 2021; ICS. 2022). This can further be underscored for the fact that clusters create a climatized zone, where common assets can be seen as being diluted which have been showed to have a surprising effect that relatively small firms can utilize assets and resources otherwise a substantial investment (Buciuni & Pisano. 2018; Bettiol et al. 2019; Sölvell & Lindqvist. 2012; Bathelt et al., 2018; Porter, 1998; Bathelta & Li. 2020; Porter, 2000; Karnøe & Garud. 2012). Applying Schumpeterian line of thought is it possible to derive a large endogenous entity which interact with external forces—thus the idea that they balance between competition and cooperation becomes apt. A central thesis in this work, is the social interface—sharing and retrieving experiences and knowledge upholding and create structures—norms, hierarchies, and associations (Ingstrup & Damgaard, 2013; Porter, 1998; Porter, 2000). Thus, it can be posited that the dynamic knowledge which is based in the furniture industry and associated norms and knowledge which imply contextual development which owe partly due to what in analysis manifest as generic initial- and endpoints (Bruun Ingstrup, et al. 2017; Ingstrup & Damgaard. 2013; MacKinnon et al. 2015).

The risk with different conceptions is that like evolution is that inequalities get attributed as freak accidents as opposed to rational outcomes of a system but viewing it as a socio-economic system, a micro entrepreneur could for in relational terms be viewed as being owned by the product owner (Baudrillard, 1946, Harris. 2021; MacKinnon et al. 2015). The freak-accidents can further arise from trying to isolate a main account—again something dependent on the abstraction. This imply a usefulness of a cross-sectional ontology which in Evolutionary Economic Geographic terms can limit Institutions existence conditioning when there are inter-institutional behaviours which affect (Boschma & Frenken. 2011). Analysis of socio-economic system are at risk of becoming static in their analysis, rather viewing it as a process posit putting aside cross-sectional ideas—including the phenomena stratified over micro to macro level (Van de Ven. 1995;



Schindehutte & Morris. 2009). The dynamics of cluster depends—as previously mentioned—multitude of internal and external mechanics exerting influence on the system as a whole (Boschma & Frenken. 2010; Drakopoulou Dodd et al. 2018; Gelds et al. 2015).

The relations of large and small can be borrowed by a study made on the Irish home Brew market. A contracted market and takeover of large generalists can in its demise of smaller contractors initially coincided with an impoverishment of cultural richness. But as the generalists' influence is wide but low intensity, micro-entrepreneurs pick up and bring back richness in a regrowth of culture by being more agile, lower general proximity and more cooperation of different stakeholders. Put side by side the micro-phenomena may be more expensive put together, but as it spreads out the social values and cost/value rational taken to adapt to the new context which revitalize the culture and change values which extend internationally (Drakopoulou et al. 2018) By the previous analogy, if the larger context of the cluster change as to make the institutionalized setting generalist, perhaps characterize by invasive policies—which could also pose the institution as a behavioural entity which act by some interest. Thus, with a contracting market an increasing redundancy of social, institutional, cultural, and local structures favouring common knowledge and practitioner prowess increase the effect of internal politics of firms. The social aspect would still exist but be shifted to the larger setting of a business policy regime—and a richer intra-political space might colour the greater surrounding and make ripples (Drakopoulou Dodd et al. 2018; Gelds et al. 2015). If the cluster board becomes homogeneous in values, knowledge, or general view the social or dyadic trust, trends, and jargon to be displaced from the larger association (Drakopoulou Dodd et al. 2018; Gelds et al. 2015).

The degree to which these processes propagate and contribute to create positive-feedback loops stem from to the properties of what causes the path-dependency. The geographic region of the cluster has dominated Swedish furniture industry for 150 years and have been accounted be a transmitted

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from the parent entity at spinoff and whether this inheritance is tangible or intangible: knowledge, or organizational capabilities, or network relations, or reputation remains contextual—for an example of what and how noisy the transmission have been. But viewing this from a process perspective the context can be inferred from being a continuous ‘transmission’ consisting of a number of small iterations (Boschma & Frenken. 2011; Crespo, 2011). It can further be posited that despite the change of entity, the structural dynamics could coincide for ICS or even firms (Drakopoulou Dodd et al. 2018).

5.1.1 Agency and structures

Clusters are highly contingent on the larger dynamic endowing, a clusters only potentially relative success in policy masseurs—success has increasingly been shown to lie in human agency—*or rather ambition and drive*³ which may lead to major disruptions that cannot by themselves be answered by institutional and contextual constraints. Not surprisingly is this kindling the debate on structure and agency between lock-in theories and agency (Hassink et al. 2019; Karnøe & Garud. 2012; MacKinnon et al. 2009; Wu, 2021).

In the context of the cluster, the meso level embody the micro and macro hierarchy and represent where the effects of each plane dissipate—where value statements project announcements or events reach the agent and get decoder by individual agent or entrepreneur and subsequently turned over (Kim et al. 2016; Vlado & Chatzidakis.)

The primacy of specific contexts, capitals and proximities which affect the agents vary from different clusters—on variables such as if its non-technical or technical development, social- and cognitive-organizational proximity respectively and market development. This can lie in the fact that tangible

³ Authors remark



focuses have effects in what knowledge, which is needed, for the cluster there is a wide array of skills and focuses (Felzensztein et al. 2012; Geldes et al. 2015). Some have found that cognitive distance might depend on a contextual optimum—i.e., the cognitive relationship can't be too different or similar (Boschma & Frenken. 2011). Constructs depend on and what's inside of them refer to something else. *'Different contexts level of experience; Similar inter-organizational relationships; Same knowledge'* was in a previous quantitative study found by the authors to all pertain equally to organizational-cognitive proximity (Gelds et al. 2014). Despite being fundamentally analogues, they could be instantiated by different values or knowledge, which refer to what is behind the constructs. For agents cognitive and organizational refer directly to two different constructs such as the knowledge and values which make up firm policies and politics, which refers to an abundance of other constructs, but both could be posited on similar contextual levels—or referring to the same level of simulacra which in itself has effect on the agents acting in it (Baudrillard. 1946; Gelds et al. 2014).

- Social proximity can be explained to be related to trust-based interactions between business actors.
- Institutional proximity are facilitators and modifiers of collective action which are instantiated in practices, laws, rules, and routines.
- Organizational proximity is a meso construct captured in when firms share the same relationships and is a factor in controlling uncertainty and opportunism.
- Cognitive proximity is related to firms sharing the same references and knowledge. As an important dimension in processing new information and understanding changes in the environment.
- Geographical proximity is represented as the physical distance between actors (Boschma. 2005; Felzensztein et al. 2012; Geldes et al. 2015).
- Cultural proximity
- Technical proximity (Boschma. 2005; Felzensztein et al. 2012; Geldes et al. 2015).



When firms in the cluster cooperation it stems from different things but likely a mutual benefit or external phenomena visible here like smaller entrepreneurial firms focusing on *coopetition orientation* and *coopetition experience*. On the other hand, have micro-firms and entrepreneurs been observed to value *partner fit*, *partner interdependence*, *reputation*, and *trust*, from which it could be posited that taken to be an emphasis on social-institutional proximities. For the above examples. Smaller entrepreneurial firms focusing on *coopetition orientation* and *coopetition experience* is however different as in terms of proximity could be argued to rather value social-institutional proximity or cognitive proximity which in terms imply a discrepancy in focus and perhaps the resources available for them, how the cluster constitute of these will likely have tangible or intangible effects (Boschma. 2005; Felzensztein et al. 2012; Geldes et al. 2015; Gernsheimer et al. 2021). But the institutional setting can also be characterised as a complex relationship where Some have found that cognitive distance might depend on a contextual optimum—i.e., the cognitive relationship can't be too different or similar (Boschma & Frenken. 2011). In extension the socio-economic context can be characterized as a dialectic process where negotiation, commitment, execution, and assessment can be components which has an impact on the context as such (Franco & Haase, 2015).

At the same time agents and entities act and make the system dynamic, structures like institutional, political or market constrains—such as sustainability values and policies or for international or new firms and even capital, unfavourable culture for non-local actors. They can thus manifest a sort of funnel isolating a firm or entrepreneur from a certain progression (Crespo. 2011; Drakopoulou et al. 2018). In other words, structure pertaining to overall development including distribution of firm's size—SMEs vs large (Boschma & Franken. 2011; Felzensztein et al. 2012; Geldes et al. 2015). This largely socio-economic dynamic exists within the cluster as between agent and structure but also each entities contextual place, differences here manifest themselves as absorptive capacity, network position and economic



power may differ. These are thus structural discrepancies which partly manifest themselves as the dynamics having different kinds of reach between market-segments, titles, relative distance to other people in the network and ultimately become structural inequalities (Boschma & Frenken. 2011; MacKinnon et al. 2015).

5.1.2 Structural Path-dependence

In macro terms can cluster facilitators, regional governments and other institutions be said to work strategically over a regional and national purview at improving or following on previous success trajectories as to develop virtuous cycles that perpetuate positive externalities—these are manifest path (Crespo. 2011; MacKinnon et al. 2015; Sölvell, et al., 2012). Whether they are deterministic or subject to agency seem to depend on the level of analysis which it is studied from: the European commission ‘[...] green, digital, and resilient economy⁴’ is a 7-year plan which for an individual in many ways may seem deterministic. Zooming in on a micro-meso level, agents and entities seem to be more flexible and a future is less probable (Boschma & Frenken. 2011; Drakopoulou Dodd et al. 2018; MacKinnon et al. 2015).

“The state of the world is always contingent upon the state of human thought that came before it [...] on a massive continuum, known as the history of human thought. [...] convictions that we have [...] have been shaped and in many ways determined, by the history of philosophical insights within this history of human thought” (West, 2017).

⁴ Podesta, A. & Matthaes, F. (2022). Towards a green, digital, and resilient economy: our European Growth Model. European Comission. 2 March. (https://ec.europa.eu/commission/presscorner/detail/en/ip_22_1467).



Moreover, can social spaces be argued to hold endogenous qualities—like a transmutation process—where change emanating out from the centre much like evolutionary posit (Brian. 2009; Schumpeter. 1911; Bruun Ingstrup et al., 2017). Moreover, the interaction relationships between agents can be characterized as affect-based (emotional) or cognitive-based (strategic) trust—which have in some cases have been shown in the creation of networks, the latter getting supplemented for affective trust as it progresses. By institutionally instantiate this trust through institutional activities it is transferred from a personal level (which however, at best trigger new cooperation) but may inadvertently destroying existing relationship and causing collective inertia and degrading down to companies (Porter, 2000, Welter. 2012). From this we can posit that trust becomes instantiated into the social and spatial contexts, rendering it an intimate part of the institution—from endogenous sources but also highly local like the lay of the land. Thus, personal trust and other aspects coexist in and with the institutional setting and possible to offload a weak intuitional environment onto the micro setting through entirely social dimensions but also in business (Welter. 2012). As mentioned earlier, this could have effect of conditioning its regional environment inadvertently becoming a trend which emanate outward and becoming *‘change or develop in a general direction or a general direction’* which is adopted either internally and modify how institutional, social, or cognitive proximities is constituted in the general environment. Likewise, could it initiate agents change in *‘a general direction in which something is developing or changing’* (Boschma & Frenken. 2011; Oxford.dict., 2022). Long going regional trends, such as industrial districts can thus be represented as historical legacy and have a tangible effect on how cooperation and inequalities emerges creation and propagation of norms—for an example of Swedish furniture industry having a rich use of wood or the possible invocation of this onto sustainable business practices. Thus, it can be posited that structure and processes become intimately intertwined (Hibbert and Huxham, 2010; MacKinnon et al. 2015) but it can also be the



evolution of places and how they are conditioned by their positions within wider territorial divisions of labour as such path dependence can be seen as a product of the succession of roles that a place has played, evoking notions of historical 'layering' (Mackinnon et al 2015),.

“Separation and integration are therefore not mutually exclusive, but complementary forces that can be applied simultaneously as a path to more effective coopetition management” [...] and with smaller and larger firms were often viable pathways to manage heterogeneity and increase the possibility to leverage and combine a greater number of resources” (Gernsheimer, et al. 2021, p. 124, 121).

5.2 Social interactions and dynamics/ Social setting

This section portray the cluster as a largely dynamic social place owing much to a constructionistic conception, again from the perspective of a system.

The levels of interaction can be represented at a micro level through agency theory and the decisions the firms or representatives take; network theory represent the relationships with to the individual, group, firm and competitive environment, for an example how the networks with formal members, class of members; institutional theory on the other hand represent the larger environment to the firm and how it exerts influence as such that a cluster would disseminate values and norms through webinars and events (Schindehutte & Morris, 2009).

The depth of the social dynamics of an agent's interaction with the environment depends much on how nominally granular the researcher observes the agents, a cost/benefit analysis of a procurer could be captured in a linear flowchart and be an accurate representation. Looking at externalities, which can be enveloped by knowledge, supplier linages and labour policies



can however plausibly be presented as the specific collection and constitution of agents/entities from which the boundary between internal and external may appear multifaceted and interlocked. At the same time being co-constructed, it further blurs the line between structure and agency (Harris. 2021; Schindehutte & Morris 2009, p. 248; Wu, 2021).

“Discursive construction, innovation promotion, production coordination [including] market reach” (Wu, 2021, p. 16).

From a socio-economic perspective the agents partake in discursive construction: narratives, dialectic processes, and coordination: legitimacy, which formal and informal leaders face in largely making decisions for others: executions and assessments—all of which in turn changes the context which in extension changes the rules and components of group, association, and alliance formation (Franco & Haase. 2015; Harris. 2021; Schindehutte & Morris 2009; Wu, 2021). Adding the relative valence from an ordinal lineage of abstractions the relative degree to which values and knowledge refer back actual phenomena associated with something, simulated or purely simulacra—thus question the cluster agent’s basis for a certain belief like sustainability and whether it is based on development of tangible processes or a purely intangible value constructs of which are based on something which isn’t real (Baudrillard, 2001). The cluster can thus be delineated into social system which can further be delineated nominally into, institutional; business; spatial or social contexts (Drakopoulou Dodd et al. 2018) or in form of context; social; geographic; cognitive-organizational or institutional (Boschma & Franken. 2011; Felzensztein et al. 2012; Gelds et al. 2015) including capitals; human; support; culture; finance; policy (Abootorabi 2021). The meaning behind a construct like proximity, context, and capital, sufficing the purposes of the thesis are they considered nominally analogues to each other but may differ in a quality. Institutional proximity is associated with laws, fiscal regimes, regional policies, and culture which has a



facilitating effect on the collective (Boschma & Franken. 2011; Drakopoulou Dodd et al. 2018; Felzensztein et al. 2012; Gelds et al. 2015; Schindehutte & Morris. 2009).

From a CAS as well as a network perspective is it the interactions among the parts their environments which can be viewed to constitute the system as opposed to a literal reading of rather (Schindehutte & Morris. 2009), viewing a cluster from a CAS perspective is however more than just a set of processes, but '*the resulting emergent phenomena*'—in other words, viewing it as its component parts the forest gets lost for the trees and it seize to be a complex system—in analogy the linear analysis ought to be preceded by black-boxing it (Schindehutte & Morris. 2009, 252).

5.3 Micro-dynamics

This subchapter view what we have collected as relevant structural and behavioural aspects that affect the in-between interaction of individual agents.

5.3.1 Trust

While the authors reviewed trust in its own dedicated literature, it is also tacitly implied in much of the material and is mentioned a central part of social phenomena—appearing as a static externality. The literature at large, spanning various disciplines began to appear in only the last decade of entrepreneurship literature. Trust remains central to social interactions, a tenet to social capital and labour market dynamics such as cognitive-organizational, institutional, and social proximity (Welter. 2012; Gelds et al. 2015). Trade and other economic networking behaviours between companies (and other economic actors, such as public or semi-private service and education providers) are central to the economic prosperity of the cluster (Lorenzen, 2001). Convergence of a vast social proximity can facilitate collaborations between persons, firms, and other institutions as well and relates closely to trust-based interactions between businesses and actors



(Gelds et al. 2015). As cognitive-organizational and institutional proximity was meaningfully connected to social proximity implying a relationship to social proximity (Gelds et al. 2015). High connectivity is a major reason why industrial clusters thrive as it allows local firms to specialize while enabling economies of scale and internal and external scale through economic connectivity and high-quality communication and learning between organizations (Lorenzen, 2001; Rocha, 2004; Eraydin & Bilge Armatli-Köroğlu, 2005). This networking does however require a high level of trust in the cluster, between all actors, as trust can stipulate the interactive learning and creation of knowledge within the cluster (Harald Bathelt, 2005).

Personal trust is understood to emerge between two or more partners, and institutional trust as that which refers to codified informal and formal rules within a culture—macro level—or a community—, macro and meso levels (Welter. 2012, p. 197).

Over time does not only trust grow through these social relations but also information transferring, reciprocity, and joint problem solving (Bathelt, Malmberg, & Maskell, 2004) (Crespo, 2011, Welter. 2012). In industrial clusters, companies do not have to deal with network-specific communications to base their network activities on trust. Here, they can take advantage of social trust, the shared expectation of honest behaviour in the local business community. Social trust is a valuable asset for industrial clusters, as it enables flexible economic networks among local companies (Lorenzen, 2001; Bathelt, Malmberg, & Maskell, 2004; Tambunan 2009; Welter. 2012). This concept is very low-cost, as it doesn't involve the usual process of building dyadic trust between all members of the cluster, where everyone needs to learn to know one another on a deep level. Instead, it's created by the effects of reputation (Bathelt et al. 2018; Lorenzen, 2001; Tambunan, T. 2009). This concept can be influenced by various social characteristics. This trust is also based on Ascription, as we expect



something from someone we don't actually know, for example when we trust a doctor with our health even though we don't personally know the doctor. The same happens in the cluster, but with local firms ascribing trust to other members of the cluster (Lorenzen, 2001). However, trust also arises through the social practice of everyday interacting with partners. Collaborative problem solving and experimentation yield temporary solutions that need to be robust to survive the next set of interactions. These revisions are constantly updated or adjusted to achieve new goals in the innovation process of creating trust (Bathelt, 2005). In the long term, too much trust within the cluster and its internal networking processes can lead to some lock-ins, gullibility, and blind confidence, as they get more comfortable in the way they work and interact, it is more unlikely that that cluster can evolve and adapt to new ways of thinking. This can also lead to problem-solving strategies that are in need of change or update to stay unaltered, hindering the creation of development and innovation (Bathelt, 2005; Depner, & Bathelt 2005; Harris, 2021). In order to hinder this hindering that is created in the long run cluster, entrepreneurial thinking might be one answer, as they are more likely to identify opportunities as in new technologies and markets, thus minimizing the lock-in risk (Delgado, Porter, & Stern, 2010). This could be based on the fact that in the age of globally networked information, entrepreneurial thinking has become a *sine qua non* for local knowledge development, given the dramatic increase in knowledge complexity and the interrelationships between previously separate fields or disciplines. Growing local differentiation and diversity of knowledge, as well as the context in which knowledge is applied and utilized, provides increasing opportunities for the formation of new combinations of knowledge. In other words, for knowledge-based players who create new, value-added business opportunities which can be seen as the opposite of lock-ins, an entrepreneurial manner of thinking is required (Bathelt et al., 2018).



5.3.2 Network

'Over time' research on cluster emergence has moved away from a pure '*agglomeration model*' to an '*industrial complex model*' and now more recently to a '*social network model*' (Karnøe & Garud, 2012, P734).

Research on clusters has shown that building a functional network within the cluster is based on personal relationships, reputation, and trust without the need for written contracts or formal agreements (Bathelt et al., 2018.; Lorenzen, 2001; Tambunan, 2009). This is a crucial feature of small and medium-sized companies and entrepreneurs (Rocha, 2004), especially in rural areas where social capital is still stronger than in big cities (Tambunan, 2009). Entrepreneurial networks represent impalpable and distinctive social capital that is valued through repeated interactions that aid in the creation of networks and trust (Rocha, 2004; Tambunan, 2009). Thus, trust is an essential element that determines the health of network connections (Tambunan, T. 2009). This network feature of entrepreneurial thinking is crucial to the connection between the cluster and external sources of knowledge (Grillitsch, Asheim & Trippl, 2018), where sometimes clusters end up in a lock-in situation. As entrepreneurs within the clusters are the carriers of knowledge, they create a crucial channel in which knowledge transfers, where a grand level of social capital and trust exists (Wu, 2021). Although geographic proximity in the industrial cluster makes it easier for the actors to search for knowledge (Islam, Gyoshev, & Amona, 2020), it is known that firms still seek knowledge that lies outside of their own region, in connection to a global network knowledge of innovation (Grillitsch, Asheim & Trippl, 2018). However, also from an innovation perspective, negative effects of internationalization of cluster activities may also arise. One result of the internationalizing of businesses is the reorganization of the business networks between local and global. Therefore, given the social aspects of proximity, this may reduce local networks that support innovation, since now global are also in play (Bettioli et al. 2019).



Former studies account that the geographic proximity could be seen as a forerunner to positive externalities in clusters, networks, and even more to a higher innovation level (Eraydin & Armatli-Köroğlu, 2005; Islam, Gyoshe & Amona, 2020), as these high impact innovations are rare and extremely valuable, and they can sometimes lead to the wanted competitive advantage (Kim & Park, 2010). Proximity, in particular, provides the SMEs with the chance for the interactions in between them to be repeated, these interactions could, in turn, encourage the development of social capital. These interactions could thus be in the form of professional networks, informal and formal social (Eraydin & Armatli-Köroğlu, 2005; Islam, Gyoshe & Amona, 2020). In other words, product network, research, and development as opposed to informal linkages, personal communication, social networking (Wu 2021). The development of social capital is a crucial factor in network functions and innovation, as proximity allows more frequent, repetitive, and informal interactions, all of which promote strong ties and the creation of network connections. Repeating these interactions and predicting future interactions also allows both parties to observe, learn and monitor each other's behaviour, thereby developing trust and communication norms. These professional and social networks become over time conduits for sharing information on important technological developments and new market opportunities (Eraydin & Armatli-Köroğlu, 2005). In order for this network to be functional, not does only trust need to be created but long-term commitment needs to be demonstrated (Bathelt, Cantwell, Mudambi, 2018.) As in clusters, SMEs can learn and imitate the development and innovation of leading firms, thus the distribution of knowledge through channels of social networks is crucial for development (Eraydin & Armatli-Köroğlu, 2005). A functional channel of a local knowledge-based network is even more crucial for firms that operate within the same field. The contribution from this knowledge-based network is crucial for product development, innovative projects, and events. In former research, the knowledge-based



network has even aided the marketing and technological advances of firms (Eraydın & Armatli-Köroğlu, 2005).

5.4 Collaboration & co-operation

This sub-section view the agents from a second order abstraction in order in order to expand from purely acting and reacting to their surroundings but to rather put it in a context.

“More importantly, what is relevant in all four models of innovation (product, process, organization, marketing) is a collaboration with partners localized both inside and outside the cluster” (Bettiol et al. 2019; P 2009).

The social relationships within the cluster are a key factor to enhance collaboration, encourage the exchange of information, diminish the negative aspects of competition, and this does in turn boost the organizational performance (Rocha, 2014; Bathelta & Li, 2020). It is also very common that the cluster is in regular collaborations with institutes and universities 'outside' of the cluster, this in order to acquire synthetic knowledge that is created through combinations of existing knowledge (Trippl, Grillitsch, Asheim & Tripp, 2018). A typical method for doing this is by interactive learning methods with suppliers and or consumers (Trippl, Grillitsch, Asheim & Tripp, 2018; Bathelta & Li, 2020). Clusters that manage to have collaboration with firms inside and outside the cluster show to be more relevant in terms of innovation and product development innovation (Bettiol et al. 2019). Local embeddin'g is not only created by close interfirm relations and collaboration, but also with social networking and intensive collaboration with foreign actors, understanding their environment, learn what and why they act as they do and apply this to the local firms (Bathelta & Li, 2020).



*“Clusters provide a vehicle to bring companies, government, and local institutions together in a constructive dialogue about upgrading, offering a new mechanism for business-government collaboration”
(Porter, 2000, p. 30)*

In the local aspect, knowledge and collaboration is created more frequent by networks within the cluster, focusing on research and development collaborations (Trippl, Grillitsch, Asheim & Tripp, 2018; Bathelta & Li, 2020). As in cluster case study where increasing collaboration within the cluster led to increased innovation with 23.8% and increased product development with 19.5% (Bettiol et al. 2019). Networks and collaborations within the cluster are the leading role for spatial agglomeration, which is a dynamic force for economic growth. Balancing the collaboration and competition of the cluster could be seen as a crucial factor to get the most trade-off towards this economic growth (Rocha, 2014). Having a collaborative approach could also impact the path development of the cluster, depending on which stage it is at. A relatively young cluster might not handle a tough situation as well as a mature cluster with established social relationships, as a mature cluster is more capable of using the established networks towards better strategies that require collaboration that can lead to more cluster growth (Harris, 2021). Established social relationships that lead to improved collaborations can also be used as a strategy for growth. As seen in cases where clusters have lack of capital and sought new fundings for its projects, the clusters can then attract larger firms into the project, to convince the regional government that this project will not fail and is supported by multiple firms, thus facilitating the acceptance of funding. This funding is then used for projects that improves the collaborations with the current actors, in order to attract even more into the cluster (Harris, 2021). These kinds of projects funded by government agencies do smoothen the process of internalization as well, as the agencies could aim to better the collaboration with other private and public knowledge facilitators (Bathelta & Li, 2020).



Thus, the dimension of the innovation is affected by the way the cluster collaborates. In the aspect of internal collaboration, it improves the innovation level in relation to product and process innovation. In the aspect of external collaboration, it has shown increased levels of innovation in regard to marketing (Bettiol et al. 2019).

5.4.1.1 Cooperation

The term collaboration can be viewed as a multitude is a result of something preceding it but more generally can the process—figuratively speaking—be characterized as the spark between neurons. Following is a definition which emphasize the collaboration as a social process in where mutual interest stands undefined (Hibbert & Huxham. 2010).

“[a] definition collaboration as any arrangement of parties from multiple organizations coming together to act or decide upon issues of mutual interest’ which servers our purpose as it’s a building block of social interactions² (Hibbert & Huxham. 2010, p. 525).

Co-operation challenges --- Managing cooperation is often seen as managing *tension* (Czakon, Srivastava, et al., 2020). Its negative impacts on coopetition execution and outcomes stemming from contradictory logic, have been extensively studied in prior research across multiple firm levels, sizes, types, and aspects of coopetition (Dorn et al., 2016). Organizational structures (Chiambaretto et al., 2020), knowledge brokers (Chiambaretto et al., 2019), governance models, and coopetition capabilities (Niesten & Stefan, 2019) were recently emphasized as the most effective pathways by which to manage tensions --- (Gernsheimer, et al. 2021). But in so far as its so, it’s a structural and social phenomenon meaning that the system the *‘present system’* sets the extent to which there are obstacles (Gernsheimer et al. 2021).



5.4.2 Communication

Some argue that the advantages of regional clustering and its proximity are diminishing due to today's modern communication and transportation (Bathelt, 2005) others argue against, as Porter, M. E. (1998) as the below statement:

“Economic geography in an era of global competition, then, poses a paradox. In a global economy, which boasts rapid transportation, high-speed communication, and accessible markets, one would expect location to diminish in importance. But the opposite is true” (Porter, M. E. 1998 p.90)

Frequent communication is crucial for the innovation processes of the cluster, since the interactions create a community-based feeling that leads to trust and sharing of knowledge (Bathelt & Li, 2020). The clusters processes and communication exist to stabilize the firms' interactions, this since they have somewhat similar experiences and are thus able to create a similar understanding (Bathelt, 2005). This enables the cluster firms to take part of a 'one of a kind' knowledge, that can be very implicit in organizational nature (Bathelt & Li, 2020; Depner & Bathelt, 2005). Since the firms in the cluster have worked and lived a diversity of cultural contexts, they are able to understand and identify different behaviours and patterns and create a clear understanding between actors (Bathelt, 2005). They communicate this knowledge both through formal (product network, research, and development) and informal linkages (personal communication, social networking) (Wu 2021). The ability to stimulate the communication within the cluster could be a decisive point in the clusters long term success (Bathelt, 2005). Face-to-face communications and the networks it create are key if the cluster is to increase the innovation, productivity, growth and stimulate the business information flow that supports this very innovation of the firms in the cluster. The interfirm communication plays a decisive role in



how the innovation of the cluster grows, interfirm communication involves everything from habits, norms, rules, convention amongst other arrangements (Bathelt, 2005; Depner & Bathelt, 2005). Although the very nature of clusters makes the possibility for these kinds of social relations and the communications to develop much easier, and be effective, they are absolutely not automatic. The mechanisms mentioned in above headlines as i.e., trust, both formal and informal, plays a crucial role in how well the cluster actually functions (Porter, 2000). Not only does the communication levels in the cluster provide with improved sharing of information and inspiration, but it becomes a communication and information circular ecology, or as it's called, a '*buzz*' (Depner & Bathelt, 2005). However, it is crucial that the '*buzz*' is not only between two individual actors, but rather the whole structure if the relations between the actors need to work. Should the communication work properly, the firms learn how to solve problems and make joint decisions about research, product development (Depner & Bathelt, 2005) and in former research it has shown that cluster with well-established communication strategies have a 30% higher chance to innovate in marketing than firms without such strategies (Bettioli et al. 2019). This can be seen as a process that develops over time, where messages and information is being shared through these social relations in between the actors, who are together working to develop the knowledge (Depner & Bathelt, 2005). It has shown that firms with a strong base of knowledge are much more likely to develop and grow dynamically, and to be in connection with extra-cluster knowledge, should the flow of communication operate at a good level (Giuliani, 2005).



6 Empirical results & analysis

This chapter will consist of the analysis of the empirical information gathered, in this chapter, the empirical data will be analysed, and opposed to the selected theory as seen in the narrative review, the main topics analysed will thus be of importance to the academy, the industry, and mainly ICS.

6.1 Institutional Environment

According to a third of the respondents the collected cluster is first and foremost a place of gathering place or a square—in either Möbelriksdagen, international fairs and delegation or other events like Inside Swedish Design. #6 (00:14:08) summarize ‘*the Interior Cluster Sweden*,’ as the constituted activates, including annual events and the parallel network. The respondents were unanimous characterizing ICS as a meeting place for ‘the collective furniture industry to establish a network, a purpose and create new business opportunities. Which was shared in sentiment by all and explicitly mentioned by half of the respondent. Another half of respondent’s respondents reiterated The CEO Rosenquist (2022) the central geographic regions Jönköpings County, Kronobergs County, Västra Götaland and Skåne—to which ICS aims to advocate on behalf of the industry and advice the relevant actors as to facilitate a sustainable recruitment. The area consists of local; regional; national; international entities of different shapes and sizes and a meeting place for them but also an inlet for other influences. So as an institution ICS operate on a high level with other entities by design

As all associated entities—firms, international delegations, individuals and geographic places—are modulated by market structures, cultures and sub-cultures cross-associated they are by association complex—thus making the contact area large with multiple intake and outlets for influence. With such a multitude of contacts, different dynamics overlap and begins to exhibit different eco-system interposed on top of each other, the cluster strive to facilitate the creation of positive externalities which align with the member



needs (Harris, 2021; MacKinnon et al. 2015; Ingstrup & Damgaard. 2013). ICS achieves in connecting interfirm and cluster contacts, creating business opportunities and help firms export are admittedly an assortment of social processes. Even the technical innovations are proceeded by a contact and sometimes even remain dominant throughout for the relationship to sustain after (Franco & Haase. 2015; Harris. 2021; Schindehutte & Morris 2009).

More than half of the respondents explicitly expressed the cluster to endow a symbolic excellence through increased trust to other members. While two respondents clarified ICS bare no such formal representation, they tacitly concurred with more expressive respondents #1 and #2. Half of the respondents expressed ICS institutionally endow to the members, values; social representation; inspiration and increased trust toward other members, only being tacitly mentioned by the rest. They thus make an institutional mark which is somewhat intangibly instantiated for the members.

The exhibited cohesion can counterintuitively be detrimental to intellectual vigor and cause collective inertia (Harald Bathelt, 2005; Depner, & Bathelt 2005; Harris, 2021) and could likely to stem from values manifesting themselves as on mission to improve the Swedish furniture Industry and encompass solidarity to the members and the region (Lorenzen, 2001).

While all respondents reiterated the sentiment of belonging to a collective, #1 #5 and #7 described that a special type of fellowship pertaining to the cluster with metaphors such as the furniture club, family and a sports team with certain goals. Such as to contribute with knowledge, inclusiveness, opportunities. Half of the respondents (#1, #2, #4, #5, #6, #7) characterize ICS as enshrining the wider Swedish values values—ethical sourcing (for an example of springs), inclusiveness, traceability and sustainability etc. The cluster show collective traits which could be described as quite intimate—that could emerge from the collective values, the size of the Swedish furniture industry, when asked about the prevailing culture of the cluster #1



and #5 talk about the analogies of a family and sports team, they serve to capture the relationship of colleagues in competition with each other.

The institutional setting functions to unite the cluster through the collected values, which affect relative social proximity and cognitive proximity (Boschma & Frenken. 2011, p. 300; Gelds et al. 2015). As can be seen with not one respondent omitted the social aspect, leading one to posit a larger association and—exemplified by one fifth of respondents the respondents saying common interests serve as anchor points motivation when deciding to do business—adherence to social interplay is however prerequisite. In doing so just below half of the respondents argues that the cluster as a collective serve to expand the immediate and extended network and connect to expertise otherwise far away which also have the lasting effect of possible future collaborations. Thus, they experience proximity to other members and stakeholders.

The regimes and policies which facilitate culture, the collective rational and bridge agents by decreasing institutional proximity which in extension affect social proximity (Boschma & Franken. 2011; Drakopoulou Dodd et al. 2018; Felzensztein et al. 2012; Gelds et al. 2015; Schindehutte & Morris. 2009). The connection to the values can however be masked by varying levels of authenticity which might create a relative association to the values, iterating implying a social constructionistic conception (Baudrillard. 2021; Kim et al. 2016; Vlados & Chatzinikolaou. 2020).

6.2 Interactions and relations

One respondent goes on to argue that different realities of the member firms affect relations, for an example with designers, sub-contractors, or furniture producers. Drawing, on a sports analogy there are the divas, team players and the replacements. The verity of place and reality and how it affects others was reiterated by one respondent, ‘Fundamental to all business is contacts and interaction, getting to know people.’ This saying was recurring theme



that the cluster ability to facilitate business was preceded personal contact. In one or another way, all the respondents mentioned this—well above half of the respondents said that meeting someone physically made establishing business opportunities easier, exemplified by one fifth of respondents who said it would ‘*unnatural*’ not meeting in advance.

One respondent associated with a formal role said that the cluster is free choice—which was reoccurring sentiment by about half respondents. Contextualizing the previous claim as those collaborations and partnerships must be based on the firm/individual agency which manifest in reasons for business. This can be read as to describe the social space and dynamic where interactions simultaneously depend on a market and social rationale—which then cause the synapse to fire. The initial obstacle seems to stem from a source of uncertainty and self-perceived illegitimacy. Despite the cluster embodying institutional trust, which can lower the bar for initial contact, the person must want it by free choice thus respondents here needing to establish dyadic trust which is coupled with a business rationale so as to get off base (Harald Bathelt, 2005; Lorenzen. 2002).

6.2.1 Tabus

‘*Does and don’t*’ come up and pertain mostly social associations, some saw it only as a competition dynamic and talking isn’t without consequences. One Respondent described invasive question lacking tact and boundaries pertaining to a sensitive business topic, ‘*which was known in the industry.*’ Another said that asking friends for help, for an example how to succeed with a market entry which drawing on your experience—transparency and ‘*a lunch or a coffee.*’ It was reiterated by most that they want to help out others if the occasion emerges but lies in their own responsibilities. Four other respondents added communicating professionalism—as copy-cat behaviour had occurred historically—some more and less. As we have to do with creativity, creations, and ideas in this industry. The above paragraph could be linked with common sense and overt signs of ‘*being a trustworthy partner.*’



In so far as there are rules or tabus, they seem to stem from the interaction between social, economic, and institutional rules and structures—how to approach others intra-personally could be granted from social cues. But also, the institutional structures on what values are associated with the cluster including economic structures pertaining to business ethics and the like (Drakopoulou Dodd et al. 2018). What seem like a largely endogenous process of turning over what's already internalized. Thus, it makes sense that no external influences were observed (Eraydin & Armatli-Köroğlu, 2005) as the tabus was perceived to emanated from a micro or meso level (Vlados & Chatzinikolaou. 2020) indicating that they emerge from lived experiences of business and socializing (Boschma. 2005; Felzensztein et al. 2012; Geldes et al. 2015). But the two contexts—micro and meso—are not entirely similar as the meso level is more or less affected by external influences as decisions epicenters have more contact area from among others, tenders and project money from national and international entities which create layers of relevance (Baudrillard. 2021).

6.2.2 Colleagues and competitors

It was however common to, despite being competitors share issues and recommend sub-contractors and other things. Three other respondents emphasized a thriving industry will affect everyone in it. Just more than a third appeared more selective in their collective appraisal, perhaps pertaining to personal experiences, market segment and location. Exemplified by two designers who saw limited synergy in the cooperation with the same market-segments or industries. Another sub-contractor and producer had previously experienced liabilities from collaborators in a previous cluster. It could be concluded that large exporters embodied a self-conscious '*less petty*' attitude, while smaller contractors quite didn't have that same luxury. While most respondents exhibited communal perceptions, a third problematized the condition. Noticeably, most firms that have a longer relationship are members of more than 3+ years—outliers are new to the cluster (about 1 year



old). The more experienced respondent *the subcontractor and producer* specifically referenced previous experiences to be a source of this.

This can be attributed to the new respondents yet to have been socialized into the cluster in terms of values and geography proximity as it has been documented that geographic proximity contribute to positive externalities (Eraydin & Armatli-Köroğlu, 2005; Islam, Gyoshev & Amona, 2020). While respondent eight also exhibited cynical perspective but stemming from past experiences (Drakopoulou Dodd et al. 2018; Gelds et al. 2015). Ultimately, this could be perceived as being a healthy vital sign as it might prevent lock-ins of collective inertia, and rather to adapt to new ways of thinking (Ingstrup & Damgaard. 2013; Porter, 1998; Porter, 2000; Harald Bathelt, 2005; Depner, & Bathelt 2005; Harris, 2021). Besides of respondent eight, it could be posited that institutional trust hadn't yet codified the requisite values which might be dependent on the respondents essentially owing to a high geographic proximity (Welter. 2012; Islam, Gyoshev & Amona, 2020)

The outlier situation can further be described from path-dependent perspective, as the system and its parts stem from unique starting points, despite exhibiting identical behaviours and context can be based in essentially different trajectories but at this cross-section is found to be identical and in extension have different outcome. The emerging condition are structurally/quantitatively unique but similar character/qualitatively (Crespo, 2011; Gernsheimer, et al. 2021; Drakopoulou Dodd et al. 2018). Elevate and recruiting members from the geographic peripheries could be used as a tool to influence the cluster would it ever be perceived as less competitive (Islam, Gyoshev& Amona. 2020) effectively initiating an endogenous process of restructuring, from which the building blocks inside of the cluster would be promoting the desirable conditions. The intervention is always exogenous as it means dialling down or up the heat—through starving or firing up opinion (Brian, 2009).



This could've been observed by two respondents expressing needs to introduce more new members, coupled with the tacit critique by more than third of respondents of subject-matter and general penetration into the cluster should be taken into consideration. What Porter (1998) expressed as collective inertia and in line with Eraydin & Armatli-Köroğlu, (2005) and Islam, Gyoshev & Amona (2020) Harald Bathelt (2005), Depner, & Bathelt (2005) and Harris (2021) to refresh the climate and change future prospects.

Introducing external stakeholders could refresh the current culture be crucial for getting new values and knowledge into the firm but also increase the payoff in terms of facilitating more positive externalities (Jackson, 2020).

6.2.3 Structure and firm and person Trinity

The respondents could be argued to be affected by what's represented as a multiplicity of forces, resulting from being exerted to social, economic, organizational, and institutional structures while at the same time exhibiting agency. As on the one hand they represent the firm, cluster, and representative of themselves. This can one, be exhibited be represented by respondents' realization of the paradoxical nature in being both colleague and competitor; formality and informality; in terms of openness about talking business and personal issues and the effects of on personal and professional liability. This is partly connected under an institutional rational: the industry; values; ethical concerns; intellectual rights and resources.

In this kind of space, '*personal opinions*' pertaining to values, facts, facing industry challenges become highly socialized. The cluster can furthermore be categorized to have some qualities, just under half expressed personal values as being social subject to scrutiny; some respondents about a third liken to the composition of a sports teams or family. Half of the respondents argued that among others, lack of professionalism was contentious. One fifth of respondent perceived social and cultural capital (like experiences) to influence discussion and interaction. These accounts demonstrate how value judgments are baked into the process of assessing potential business



opportunities and interactions. The space is under institutional forces and is socialized at the same time according to all respondents and is a pre-requisite for making business—in so far as exposing the opportunities and facilitating creation of solutions.

A dialectic process takes place where the members in concert with the overarching dynamics of the cluster arrive at acceptable propositions which in turn change the context and rules of engagement (Franco & Haase. 2018).

“You have to adapt [and wear several hats] including sustainability—I’m not a proponent polluting the groundwater, but how [do you] keep up with [the development]” – Respondent 1.

One fifth of respondents reflected the attitude of the analogy, of not needing to ‘*shied their weapons*’ to competitors, suggesting an emphasis of competition. One designer suggested it was difficult to establish professional relationship in compete with network links characterized as both formally and informally strong. The Inverse—was reflected on by an under-contractor—of putting too much emphasis on informal or affective spaces and over reliance on personal relationships being rather detrimental and unreliable. Similarly, a designer again perceived a similar tension of firms having one trajectory, and personal interactions with different decisionmakers implying trajectories—resulting in scheduled and initiated projects being put on ice or ‘*put down.*’ This is an example of over-reliance of social bonds like mutual excitement which aren’t enforceable, as a formal and perhaps larger project would be.

“Firms needs one voice for values, history, what they’re producing but all verbal contacts certainly must be taken with a grain of salt” – Respondent 3.

Two respondents also expressed a similar sentiment that formal cluster roles exist in relative tensions to the firms—subject to firm-politics with



employees perceiving the cluster as a waste of time. Exemplifying, what one previous mentioned designer said, that there was a real liability of one successfully established a project—the contact person has formal structures, intra political forces and firm trajectory to consider. The proceeding account can be posited as the representatives being torn in-between a formal business context; the firm social context; the cluster social context. Likewise, because the firms are in different market-segments they may have different rational in terms of collaboration, trust, and networking. which can be detrimental to the social aspect

In this context there are conflicting forces, as manifested by the consequences from organizational, the institutional as well as social proximities or rationales. Partaking as a cluster representative takes time from firm assignments, which at the same time can't be over relied on social factors such as networking due to disproportionate focus will incur losses when these contacts move. The accounts from the first pair and individual respondent (mentioned in the previous paragraph), social proximity is resisted but for different reasons—the first hold defensive stances towards other designers. The second have a hard time reaching certain relationship because of a competition toward considerably stronger social ties, as being newer in the cluster. At the same time, as can be exhibited from the fact that firms structures can override mutual excitement associated with social proximities and thus being overturned through intra-firm rationales (Boschma. 2005; Felzensztein et al. 2012; Geldes et al. 2015).

As a rule of thumb, top-down theories have been prioritized historically in achieving change, over micro strategies in terms of influencing a context—but they function in a *'give and take relationship'* which to a degree is still apt (Karnøe & Garud. 2012), but it could be complemented in a Schumpeterian fashion of self-modulation (Ingstrup & Damgaard. 2013; Schumpeter, 1911). But all the rationales must be mutually endorsing, a deficient context might have a large effect on the cluster (Gernsheimer, et al. 2021). All respondents concurred with each other on the importance of



business rational and a common critique was political narratives which strayed away from this.

6.2.4 Proximity and capital

When asked how the respondents associated a contact, they varied in how they viewed partners and contacts—everyone in one or another way mentioned the personal aspect. Two respondents expressed the relationships to be necessary components to be creative, but commitment and knowledge is still indispensable. Two other respondents took a contrary view, while emphasizing social connecting, knew their contacts as the titles and firm as to sort out skills and experiences, a sentiment shared one member who offered nuance, concern managers, CEOs, iconic entrepreneurs, or creators are often associated with the firm or specific creation. Likewise, is firm an entry point to someone one does not know the name of—but the relation is always to the person. Similarly, to character, one designer said new designers to have odds stacked against them due established designers being regarded safer having a higher culture capital; marketing and general media friendly, which was difficult as they expressed it as art.

The previous paragraph seems to reiterate the overwhelming emphasis on social capital, which permeate all the interviews, the values which manifest themselves as institutional proximity still function as an umbrella—i.e., industry and country cohesion and the story's they tell themselves. While a focus on previous creations can be associated with cultural proximity as per.

It could plausibly be argued that as expressed by three high titled producers that a preference for Organizational-Cognitive capital because the 'knowledge heavy processes' and fitting the structures associated with firm together—rather than to build a social relationship of which there are an adequate number of employees who are educated or experienced enough to facilitate this process (Boschma & Frenken. 2011)



Likewise, two referred to established designers or people as with being what they once created be viewed as cultural capital. But whichever is important depends on a lot of variables (Boschma. 2005; Felzensztein et al. 2012; Geldes et al. 2015).

Thus, when conducting the interviews, factors related to the cohesion and seemed to emerge *roles within the cluster*, particularly formal by five respondents; *time within the cluster* four each emphasised long or short time within the cluster; *pride to home region*; one fifth expressed pride to local region; *expertise or self-perception of ones standing or contributions to the industry* by six respondents.

"The cluster is synonymous to humans [...] the more you get to know the people in the cluster, the more it changes"
– Respondent 6. six.

One respondent expressed the many types of members, to contribute to the culture, some are subcontractors, so they live a little different in a different part of the industry than we do'⁵—, that is besides common values like sustainability and contributing to the Swedish furniture industry and the mindset. Those were shared by all other respondents, the differences were a type of cosmopolitanism associated with respondents who was exporting, which however wasn't as readily shared by all the respondents. A common sentiment according to most respondents. was that the importance of the cluster laid in the relative size the small country and industry. One perception of a quality the annual events had, was reducing the distances between respondents, by connecting socially. Another added a lot of trends arise in what is essentially project money emanating from the European Commission, national and regional organs and distributed on a local and national basis.

⁵ Paraphrasing respondents #5



From this, we posited that there is in fact a culture, it is created partially from factors instantiated in the geography which the respondents reiterated—including generalization of achievements. But also, the values which the cluster engender through its guiding principles, all of which happens in a dialectical negotiation. It is however not a question of endogenous vs exogenous, or private preferences vs externally imposed influences per say (Arthur. 1989, 1990; Crespo, 2011). While it can be viewed as a transmutation process, externally sourced energy propels it further, but the internal composition can override the externally imposed influences as well as fail despite a disproportional influx (Schumpeter. 1911). While any of them may be correct observation in observations, its context dependent to such a degree that it becomes arbitrary. Rather can it be characterized as multiple waves of influence which has a given reach, socially, culturally, economically, cognitively, and more. But never can the external input ever *'produce'* (Drakopoulou Dodd et al. 2018; Gelds et al. 2015).

One Respondent expressed geographical distance from the cluster and nodes could affect influence and integration—while a majority of the new members were perceived as less attached to the values of the cluster. These had a rather tangible firm focus; this was perceived by some of the respondents. This more tangible firm focus of peripheral firms was characterized by one respondent associated with the cluster administration as lacking the Swedish furniture values. But in terms of business, respondent another formally active agent interjected that *'60 percent of Swedish furniture industry goes on export'* which might—due to the borderless nature of the industry—diminish the perceived primacy of geography for the firms.

Drawing on the relative utility two designers expressed their network size as larger within the cluster, in relation to the external network which is larger in terms of revenue. Indicating ICS as an investment but also perhaps a largely social utility (Gelds et al. 2015; Harris, 2021) which through knowledge sharing facilitate network-building characterized as socializing (Ingstrup & Damgaard. 2013; Lorenzen. 2002) of which values, ambitions might



effectively facilitate social proximity and a reason to talk, where geography is large. Notwithstanding that ambitions and business rationales many times, —as argued by one to—*'override a perceived social awkwardness.'* This connects back respondent one of the producers that in some cases, hard knowledge (cognitive-), a firm and resources (organizational-), paying to find out (economic-). If all these lacks, contacts may be optimal (social resources) (Boschma. 2005; Felzensztein et al. 2012; Geldes et al. 2015). But moving on to a problem-solving context, adequately facilitate member assimilation by mode of the values, rules, and laws the institutional context engenders is not enough. Rather, trust is the next step arise through collaboration and interaction through a virtuous cycle of networking (Bathelt et al., 2018; Lorenzen, 2001; Tambunan, T. 2009).

6.3 Trends

In terms of defining trends—*'a general direction in which something is developing or changing (Oxford.dict. 2022)'*—respondents varied in their conception, exemplified by the distinctions of actualities,' 'trends' and 'loosely defined interests'. Respondents shifted in the urgency they ascribed to sustainability, admittedly most of them lumping sustainability with other general developments. But two referred trends as the shapes, geographically and temporally instantiated. But one pushed back at the sustainability imperative as being 'a trend' but instead to be conceptualized 'an actuality'. Others saw the firms as a pre-requisite and necessary to tackle to be able to tackle the issues at the first place. To which one is paraphrased as, *'I'm all for sustainability, but if you are a CEO having to fill in with the machines for employee shortages with an educational and regional lack of interest in furniture industry, endless iterations of further optimizing the business can come off as tiresome—when it's not concrete in the first place.'* But accordingly, trends likely need to be reiterated for a couple of times for them to take hold' one expressed. It is a reoccurring topic at Möbelriksdagen and explicitly corroborated by a majority of respondents expressed. One



respondent goes on that it's a place of '*actualities*' but isn't either a conveyor of trends as such. However, trends are defined, there are general direction to opinion and how it relates to sustainability, which was readily prescribed to by all the respondents, only exhibiting variations between themselves in terms of the amount of influence it has over them and their lives:

While there is an agreement among the respondents, we can identify a dialectic process—or in other words, analogous to the general direction coming from the temporal, spatial and institutional avenues—thus be posited as analogues the values appearing generalized, which are then picked apart by each member and repurposed and redefined much like structuration theory predict in the market (Franco & Haase. 2018; Drakopoulou Dodd et al. 2018). Here likely discrepancies in influence of the individual agents pertaining to their exact network position as they at the same time are themselves and a firm representative (Boschma & Frenken. 2011; MacKinnon et al. 2015).

While there were some industries wide critique among the respondents two did in one or more ways about being innovative four recognized the challenges but thought that in their experience, they had been innovative. One respondent exemplified this, '*while I think we're innovative and the industry, I guess it's easy to get caught in old tracks. In terms of production, it lags design in the sense that the design keeps changing while production make them.*' Another respondent concurred that designers and production engineers experience collaborative tension in terms of creation make it. Two emphasized the art is to do it at an acceptable price, innovations was characterized as both social (culture) and technical (production). For an example, the movie '*Respect*' was shot and released a few years back which sought to display and sell the Swedish furniture industry as instantiated by the companies and values within it. Whereas most innovations referred to by respondents, sustainability wasn't concrete enough. Including innovation being in an incremental in character. Innovation seemed to be a diffuse concept which was a guiding principle but lacked from conversation in terms



of technology, but the designers was readily prescribed trying to innovate materials and composition. These uneven jumps can be posited similar to what Morris (2010) called evolution in large increments.

Collectively the respondents acknowledged the complexity of emerging trends—referring to serendipity; regional, national and interanion organs; fairs; the cluster, historical tendencies, and the market more—requiring patience and strategy. One respondent pointed out previous sentiment shared by two of the southern regions of Sweden and lower interior have inherited the furniture industry for 150 years. The implication of this is instantiated in the municipalities as so-called areas of strength. But time is here relevant. One respondent argue that sustainability question permeate society telling of the era. This is in other words a radiator-like effect where space gets imbued with properties which depend on space and temporal factors that remain within resource policies in municipalities. Endogenous by character and consist of the propagating effect the value instantiated in artifacts, as well as culture.

The second perspective is characterized as—by the respondents more than half customer demands, private interests, regional, national, and international bodies through legal and quality requirements set a developmental trajectory. To which some respondents continued that political decision find its ways to the regions and municipalities where they get instantiated as requirements and values into tenders and rules in other kinds of funding. A formally associated respondent said exporting association create delegation that go abroad to find partners to further free trade. The next level of influence emanates from the European commission, where the EU hands money to the regions for further distribution, over seven-year periods. Of which the money then also has certain technical requirements and values—now green, digital, and resilient. This can further be classified as the exogenous forces which occur as a synthesis of experiences and knowledge.



Third, respondents three respondents emphasized an externally imposed—through pandemics and disasters; cultural; market rationales—in-part conscious and unconscious process of trends traveling like pathogens between people and firms, an international cross feralization process. Respondent to which one stated that economic directives from the owners or value chains can be difficult to get out of in short terms. Respondent another made a similar point on creating a network, that despite being friends with someone the formal processes have their own logic—echoing the previous mentioned standard of professionalism by three, ICS want to contribute to. While the second and the third is similar to each other and not categorically perfect miss-matches, it could be interpreted a partially endogenous and exogenous micro and meso level occurrence with an emphasis of interpersonal contacts.

In summary could all respondents be stated to in one or another way identify trends of which mostly pertained to sustainability polices, social interaction; environmental; material; sampling; values; drives; commodities; raw material. The respondents' reflections can be categorized as 1) an endogenous, low intensity holistic force which could perhaps be characterized as being at the micro/meso plane. 2) top-down guidelines and strategies as institutional forces, 3) a likewise holistic exogenous macro/micro force. While they can be categorized, respondent two respondents suggested it is rather something which permeate society as a grass-root and a top-down process at the same time.

While these forces seem to have trajectories, the intensity seem to shift in and valence—From the *first* and *third* perspective respectively seem to be instantiated into the land and is nominally static. The third on the other hand carried by the winds which include ideas as the pathogens that latch onto ideas and people being dynamic (Crespo, 2011).



Respondents five said a dialogue was having on this subject through the cluster and by themselves as employers, with the relevant representatives who work with setting rules for public-tenders. Most respondents in larger or furniture producers' settings expressed contempt for the content of tenders and project announcements and that they have no connection to the reality of the furniture industry.

The above paragraph pertains to the first level as its going from the bottom up: The communication of trends of the cluster endows onto the members and surrounding entities to lessen the institutional proximity as the social trust grow between all the members through the values shared values. This improves the collected furniture industry better communicate a contracting market and the need for new policies around public tender pricing (Welter. 2012, p. 197).

The second is different in so far as it is purely reactive—despite being a tool for projecting strategic influence and more dynamic—referencing other references which only hold value due to the developmental and temporal context. (Baudrillard. 2021). Drawing on a couple of respondent referring to the 7-year loop EU programs, now called '*green digital resilient*' to be completely artificial. It refers to itself as a real thing, replacing what is actual and builds on a rational that creating more '*green digital resilient*,' somehow is a valuable investment—but could in theory and reality just be so that it's the next big thing, it is itself what it purports to do but rather it's just recycling project fund to keep the economies going thus being simulacra. As such it leaves hyperreality in its wake and a mode to communicated values so as to keep the machinery beneath the soft exterior going (Baudrillard. 2021). This is a consequence of the continual emergence, which pertain to the process of evolution going from heterogeneous to homogeneous, which creates an internally complex machinery that can't be interacted with by its own parts (Hassink et al. 2019; Van de Ven. 1995; Schindehutte & Morris. 2009; Morris. 2010). An influx channel into the cluster, which is readily ascribed by all respondents, seems to be as the annual event—where ICS as

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an institution disperse norms and values. But so is the values and norms which instantiated into the land where sustainability has a foothold (Boschma & Frenken. 2010; Drakopoulou Dodd et al. 2018; Gelds et al. 2015). Non the less, it's the dimensions firms and individuals find themselves in and abide by.

The second level is the inter-firm and inter-personal communication going on between for an example specific network; for an example export delegation; private networks; contact with other institutions, political and other agencies like EU. The influx of values through tenders and project admission is an example of this, EU project money turn over the values associated with them then taken into the cluster and reappropriated and variations (Drakopoulou et al. (2018) accordingly, the respondent further problematize incoming trends that they inadvertently collide with the current development of firms, but who have the superior conception of the development of the industry, regional or municipal agencies or the firms themselves? This tension reflected over by around half of the respondents, exemplified by respondent one who said, if they value Swedish furniture industry which is capital intensive and more expensive than imported, price need to be less valued for a sustainable situation.

6.3.1 Path-dependence

The previous section has gone over the issues pertaining to path-dependence, most notably from the previously mentioned the admin mentioning the effectively and unconsciously nationalized shapes. Similarly does another mention that the location for Swedish Furniture industry haven't moved in 150 years. But it does not mean, as respondent formally active member go on those regional, national, and international projects announcements, trends and policies inadvertently collide with the current development trajectory of the market as a whole, including firms and entrepreneurs. Exemplified by one respondent who said that if Swedish furniture industry wants to be preserved, administrators and bureaucrat must come to terms that is a capital-intensive industry and form policies accordingly. Two went on that changing

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sampling sources in achieving more sustainable operations in themselves are immense projects. The shift to more sustainable business exemplifies this tension as the firm needs to manage while staying competitive.

The previous account describes what are complimentary forces which from the previous accounts are largely complimentary stemming from external values which one respondent said expressed firms joining by their own accord. Thus, they join and partake in the negotiation (Franco & Haase. 2018; Gernsheimer, et al. 2021; Crespo, 2011).

6.4 Trust

There is a clear pattern that the respondents do connect the cluster with validity and trust to some degree, they do feel like being a part of the cluster creates an opening for trust and a safety barrier. The cluster has a very important function of creating solidarity and affinity between the members, but not necessarily trust itself.

“We do think that having a positive state of mind towards trust will lead to good things in the future” – Respondent

6.

The respondents connecting the cluster to an opening for trust and safety could be connected to the fact that a large part of the respondents firmly believe that there are requirements for joining the cluster that thus indicates that a member of the cluster is not 'anyone', but rather an actor that has deserved a spot here, some kind of 'branding' for the members. Thus, they do not necessarily immediately trust a member just for being in the cluster, but they are certainly more positive to trust the organization if they are a member. The cluster does not have any particular or hard to achieve requirements to join due to the fact that they want as many as possible to be a part of it. However, they do have requirements regarding the values of the organization, and their sustainability visions, to create sustainable growth and bring the whole market forward.



Since the members feel like the cluster creates an opening for trust and is a creator of a safety barrier, this could be seen as the cluster's social trust, however, it is not fully developed or could be considered to be a strong one. As stated before, in industrial clusters the members should not necessarily need specifics to base their trust on towards other members, this trust should exist by itself and be based on honest behaviour in the local business community. (Lorenzen, 2001; Bathelt, Malmberg, & Maskell, 2004; Tambunan, T. 2009). As the concept of social trust is very low cost it could without high effort be implemented in ICS, as it doesn't involve the usual process of building dyadic trust between all members, there is no need for everyone in the cluster to learn to know one another on a deep level, however, if they already do it's of course better. Instead, this trust is created by the effects of reputation (Bathelt et al., 2018.; Lorenzen, 2001; Tambunan, T. 2009). This could be seen as a big step for the newer members, to be trusted by the rest of the cluster even if they are new. To have the other members base their trust on ascription, the other members should be able to expect the same level of expertise and quality from newer members, as they do from the more established ones (Lorenzen, 2001). Even if the cluster doesn't have any hard to achieve requirements for new members, they do have requirements regarding the values of the organization, and their sustainability visions, to create sustainable growth and bring the whole market forward. This means that old members should thus know and expect to have somewhat shared values with the new members and reach ascription through this.

"Trust is not something that just arises, it's first when you get to know the person or the organization that trust is created, trust has to be earned" – Respondent 8.

It is very clear that trust is not given away freely within the cluster and that the majority of the respondent's trust certainly develops over time. Many of the respondents have very high trust for members they have known for many



years and are even very good friends with some of the individuals working in these companies. However, the respondents don't feel like they do not trust anyone in the cluster, but that level of trust certainly has degrees. The respondents highly connect trust with time, and the level of trust for someone new in the cluster is certainly on a low level as they are '*strangers*', this goes both ways, as respondents who are new to the cluster agree with this. Respondents who are new to the cluster are very open towards trust and see themselves as trustworthy, but also understand that they are maybe not necessarily seen as trustworthy from the perspective of the other members as they are new. The respondents did not have any less or more trust depending on the size of the member. There is enough trust to speak with anyone, the size of the actor doesn't matter, some just might take some more time to get back to you, as larger members have of course more on their agenda.

This goes accordingly to previous cases as trust does truly grow over time, and this trust grows through social relations but also information transferring, reciprocity, and joint problem solving (Bathelt, Malmberg, & Maskell, 2004; Crespo, 2011; Welter. 2012). However, there are some members that have considerably higher trust and social interactions with members they have known for a long period of time. Having trust and social interactions with members they have known for a long period of time was only seen as positive from the respondents' point of view, nevertheless, are they not aware that having it this way could lead to lock-ins.

For the members that already have a high level of trust for members they have known for a longer period of time, this trust keeps growing and so does the risk for lock-ins that could lead to gullibility and blind confidence, as they get more comfortable in the way they work and interact, it is more unlikely that these members adapt to new ways of thinking (Harald Bathelt, 2005; Depner, & Bathelt 2005; Harris, 2021). Some respondents already are going through this without knowing, as some respondents experienced that their industry was static and that very little has changed over the years.



This could also be traced back to the trust for newer members, as this could affect how the older members with established trust perceive and welcome new members of the cluster. As these members are so locked into the members they already dearly trust, it could lead to problem-solving strategies that are in need of change or processes in need of updates, to stay unaltered, hindering the creation of development and innovation (Harald Bathelt, 2005; Depner, & Bathelt 2005; Harris, 2021).

One way to counter these lock-ins is to encourage entrepreneurial thinking, working by identifying new opportunities in new markets or product development, thus hindering the lock-ins (Delgado, Porter, and Stern, 2010). This could be done by offering workshops that focus on encouraging entrepreneurial thinking with a focus on the members that have been in the cluster for a longer period of time and may need this kind of encouragement. Applying this entrepreneurial thinking has almost become a must in order to encourage local knowledge development, given the large increase in knowledge complexity within the fields (Bathelt et al., 2018; Delgado, Porter, and Stern, 2010). Offering workshops that mix the newer members with the older ones could also lead to more entrepreneurial thinking and acting, as the newer members tend to have this already and are not close to these lock-ins. Thus, mixing the groups could make entrepreneurial thinking spread like an antidote to the lock-in virus.

A respondent highlighted that 15-20 years ago there were many more actors within the industry and that everyone saw each other as competition, everything was super-secret and there was no trust, but now they are not as many actors, and thinking that way does not work anymore. There is much more transparency now, even though you might not share every little detail, there is more trust. A part of the respondents agrees that they would obviously also work with someone that is not a member of the cluster but would rather work with someone within, this goes back to transparency since information about organizations within ICS is more accessible than those outside of it.



“Now you think it is more valuable to have a network that you can trust, rather than being stuck. Alone is not strong, that is clear” – Respondent 6.

As stated above even though the respondents would work with someone that is not in the cluster, there is a clear preference and trust for members that are in the cluster, this goes hand in hand with the fact that trust remains central to these social interactions, as it acts as a tenet to social capital and market dynamics, as seen in cognitive-organizational proximity and social proximity (Welter. 2012; Gelds et al. 2015). Even though there wasn't trust 15-20 years ago within the industry it would seem the industry has come a long way since then, now that the actors are few, they have seen the potential of trust and social interactions to achieve market dynamics and networking behaviour between companies, that could lead to prosperity for the cluster as a whole (Welter. 2012; Gelds et al. 2015; Lorenzen, 2001).

Some respondents do feel like the members need to dare to take more initiative, if you meet at a workshop or Möbelriksdagen, to go and talk and build something together. If the members do not take more initiative, the social interactions will not progress, and neither will the trust. Unfortunately, these events do not occur too often, and trust is not static; you need to dare to put yourself out there regularly. If the trust does grow, they do believe that this growth could lead to more innovation, and to discuss new and upcoming projects, there's a lot of 'will' to do a lot of things and grow together but not as much workshop.

These social events such as Möbelriksdagen and workshops are a good base for trust and the stimulation of trust, working together, experimenting, and creating solutions are perfect ways to achieve new goals in the innovation process of creating trust (Bathelt, 2005). However, these events do not happen often and in order to have trust stimulated it should be a social practice of everyday interaction with partners, thus even if the cluster could obviously not offer events on a daily basis, it would be of interest to look into



other options to stimulate the social practices of interactions between the members that are interested.

There is a connection between face-to-face interaction and trust among the respondents, especially in workshops and events where members can discuss in real life rather than by email or video platform, they felt this led to more trust. Some of the respondents even went on to state that trust for them is strictly connected to face-to-face interactions.

These seminars or events can however also impact the trust in a negative way, as a respondent explained that you can have a discussion about something in a seminar and then learn that that person in that company does the opposite, diminishing the trust towards the member.

This is thus backed up as the vast social proximity is known to enhance the trust-based interactions between businesses and actors (Gelds et al, 2015), as some of the respondents seem not to feel any social proximity if there are no face-to-face interactions. Thus, it would be of importance to make sure that the seminars or workshops offered online, would also be offered offline to make sure the members that prefer these kinds of interactions, get it.

6.4.1 Networking

The cluster is the central point from which the stakeholders get connected to each other's networks, effectively by creating bridges, which was expressed in sentiment expressed by all respondents. One respondent said international fairs provide excellent networking opportunities bonding over being Swedish '*ambassadorship*.' Elaborated by one other respondent that firms establish a partnership through common shipping agents, showrooms in addition to the cluster.

More than half of respondents, particularly emphasized ICS and the annual event Möbelriksdagen, as a square the industry come together as such and to network, which according to respondent number nine is invaluable for new members—values all respondents expressed. One respondent was clear that the business superseded '*socializing*.' However, the social aspect was

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expressed explicitly by more than half of the respondents and said communication was expressed as contingent upon prior knowledge of each other for problem discussion; a formal reason as a project; right person; and an underlying rational for business. Thus, one respondent exemplified a commonly shared sentiment, of contacts becoming friends over time.

It's safe to conclude that each respondent network-densities vary as previously drawn on, Two respondent total number of links within the cluster dominate, but in revenue the outside was larger which was shared by one other respondent. Three other respondents have larger parts of their networks inside the cluster and especially with small and micro firms who don't have the same resource in their networks.

The above three paragraphs summarized as three major contact areas and channels endogenous and exogenous influence through networking. It is an integral part of the cluster, precipitating business, competition, and collaboration among others. While the annual event makes up the largest hub in terms of the intra-cluster network; representatives who are internationally active can on the other hand have a disproportionately high density in the international networks; likewise, can the respondents locked to the local or national area have a disproportionate high density in such networks—i.e., the cluster engender different types of sub-networks.

According to some authors, can newly established international networks have adverse effects on innovation in clusters disrupting contacts as the new values come with it, where the dichotomy between formal positions as well as international (show an almost magnanimous attitude of providing for the cluster) as opposed to locally active respondents (attitudes where the passion was toward the other people) (Bettiol et al. 2019). Furthermore, whichever sub-network is analysed different qualities emerge and have different effects, local knowledge-based networks have been found preferential to firms in the same fields as issues may be similar (Boschma & Frenken. 2011; Crespo, 2011; Schindehutte & Morris 2009; Eraydin & Armatli-Köroğlu, 2005).



6.5 Collaboration & cooperation

Regarding the level of collaboration within the cluster, some respondents do feel like there could be more collaboration, especially with new and smaller members of the cluster. These newer and smaller members tend to be more open to new collaborations, and at the moment some are happy with whatever they get. Some respondents do think that the lower level of collaboration could be due to the pandemic and are very optimistic that it will increase with time.

“Not all collaborations need to be about product development or creating new products, it’s about sharing experiences and perspectives, which can lead to amazing things” – Respondent 6.

That new and smaller members of the cluster feel like the level of collaboration could be on a higher level could be connected to the level of social relationship and social trust, as these factors are strictly connected to collaboration. The better the social relationships and social trust, the better level of collaboration and at the same time, diminishing the negative aspects of competition, leading to a boost in the organizational performance (Bathelta & Li, 2020; Rocha, 2014). As we have seen in the chapter above, the social trust in the cluster is at a low level and specifically towards newer members, this could thus be hindering the creation of more collaborations for newer members. A part of the respondents was not aware that they wanted the collaboration to improve until they were asked about it, and some even had suggestions for improvement. One area that several respondents highlighted in need for improvement was the lack of information and good flow of communication in regard to who is in the cluster, they felt like these factors could be affecting the level of collaboration. A larger part of the respondents stated that they had a hard time remembering who is in the cluster, and what skills & competence they possess.



“Increased information on who is in the cluster, their level of competence and expertise. Sometimes you might want to consult or ask for help, but you don’t know who to ask “ – Respondent 10.

However, there seems to be a contradiction in regard to the information that can be found online about the members of the cluster, as some respondents found it difficult, and others found it to be quite the opposite.

“If I wish to get in contact with other members its rather easy, if I have interest in discussing or just getting in contact, there is a lot of information online and every member has a contact person that is linked to the organization” – Respondent 9.

As there is a clear misunderstanding of what information to be found online and how, there is a clear want for further explanation or simplification of the system. All of the respondents that had a hard time finding information online showed a clear want for improvement.

“It is quite common that we do not find someone who can do something for us, it would be nice to know more about what people can do, so that we don’t miss out on their skills” – respondent 10.

There is a clear misunderstanding of what information is available online and what isn’t, some respondents have a very hard time finding information about other members but at the same time, other respondents find it easy. It is extremely important that the members of the cluster have easy access to the information since in the local aspect, knowledge, and collaboration is created more frequent by networks within the cluster (Bathelta & Li, 2020; Trippl et al. 2018). If the members can’t easily access the information, it creates a barrier to network and communication and thus hinders collaboration. It would be of interest to offer a seminar or online guidance on how to access



this information in the best possible manner, making this information clearer and more accessible could thus remove the barrier and improve the network and communication, leading to more collaboration.

As some respondents seem to have a hard time finding other members or what skills they possess, one respondent had the idea of 'matching' members together. What this member proposed was that the cluster could match actors together for collaborations. For example, if a producer highlights that 'We want to develop this or innovate this' on a forum, then other members can see this and be interested in joining or collaborating on this project or idea, and they would thus 'match'.

"It might be a lot of actors that are interested in developing areas that I could help with, but there's no information about that. Other businesses as architecture, have a lot of this, competitions and projects that different actors can apply to or show interest in, and thus meet other actors with the same interest. Right now, it's like we have to read the other members' minds, the communication needs to be improved." – Respondent 3

The members that are having a hard time acquiring information do however show interest in learning and reaching out, thus they have a very collaborative approach towards other members. A collaborative approach could impact the path of development depending on the stage it is at (Harris, 2021). As we have seen above in the trust section, it is hard to pinpoint the clusters stage of path development, as some members that have been in the cluster for very long do have established social relationships, as a mature cluster would have, but on the other side, newer members do not possess these established social relationships due to the lack of social trust (Bathelt, Malmberg, & Maskell, 2004; Lorenzen, 2001; Tambunan, T. 2009). The fact that the cluster is very eager to acquire new members and thus allows almost any actor to join, might be affecting the path development of the cluster. As



newer members keep joining, and older members not being very into social trust, the newer members seem to be having a hard time establishing social relationships. Nevertheless, the newer member does have a very collaborative approach, which puts the path of development on the right track (Harris, 2021), what is needed is to improve the social relationships between old and new members, in order to create a better common understanding.

One positive aspect of collaboration that was reoccurring amongst the respondents was the social events, as for example *‘Möbelriksdagen,’* these kinds of events seem to be highly appreciated by the respondents as it seems to enhance communication levels, the level of collaboration, and the feeling of affinity. Some respondents felt it was also a good way to be reminded of who is in the cluster, and what skills they possess. However, they did feel like it could go a very long time in between these events, so you forget about others, and then you are reminded that oh right, these actors exist as well. Even though a larger part of the actors spoke highly of the events and specially Möbelriksdagen, some actors do wish for smaller more personal events. As they thought that having smaller meetings with fewer members at a time would be positive, as maybe someone is not as comfortable talking with organizations in the Möbelriksdagen where there are over 100 persons.

“I personally would feel more comfortable discussing ideas in smaller groups. This is something that the pandemic has opened a door for, we don’t need to travel and pack and drive for hours, we can book a meeting online for 1-2 hours, and really focus on the meeting while it’s happening, with a few members” – Respondent 9

There is a reoccurring pattern of the need for more activities to do together, such as smaller workshops or informal lectures with a focus on internalization and acquiring new markets. To have smaller events and having these online, could mean that they could occur more often, and thus more ideas as projects would come to life on a regular basis. Not all events



and meetings need to be super formal, but rather have a more casual discussion with open-minded dialogues. While most respondents appreciated physical meetings, some respondents clarified that its entirely dependent on the context—physical and digital meetings can be interchangeable to a degree, when it comes to the facilitation of the creation of business partners. Which was agreed by most respondents, because of the industry trend, but especially for the smaller firms of being short on people, traveling, and having physical meetings. Respondent 9 expressed that the meeting must accomplish to give a deeper contact, beneath the mail interface or the social media pictures; see and feel the products; or get a feeling of subcontractor's labour conditions.

Respondent 4 highlighted how they would find it interesting to work closely with 'competitors' as they referred to members of the cluster that operate within the same industry. They think that having more projects within the same industry could benefit not only the cluster but the industry as a whole.

"I know that in Denmark for example, some clusters 'competitors' went together and started a fabric where they together could produce with new machinery, it would be interesting to try something similar here" – Respondent 4

These social events are crucial for cluster development, and it is clear that so is also the case for ICS, these interactive learning methods where members get in touch with suppliers and even consumers are a pillar stone to establishing social relationships (Trippl, Grillitsch, Asheim & Tripp, 2018; Bathelta & Li, 2020). Local embedding seems to be important for the members as they wish for more events and workshops, smaller ones online. The online events should however not replace the physical events, but would facilitate for some smaller members, as they cannot afford to 'lose' staff going to these events as they are short-staffed, they could with more ease and more often join online events. Creating and offering more of these wanted



events would thus increase the social networking and intensive collaboration with actors, understanding the environment of the other members, why they act as they do, and how (Bathelta & Li, 2020). Since the respondents seem to get the most out of their networking and collaborations from the events, an increase in these events or offering new ones could lead to increased innovation and increased product development as is seen in previous cluster cases (Bettioli et al. 2019).

As respondent 4 is interested in working close with '*competitors*' as they referred to members of the cluster that operate in the same industry, is also a good sign of will and could lead to an increase in spatial agglomeration. Spatial agglomeration is of course of interest for ICS since it's such a dynamic force for economic growth, where there is a balance between the collaboration and competition of the cluster, thus increasing the collaboration between '*competitors*' could be seen as a crucial factor to get the most trade-off towards this economic growth (Rocha, 2014).

On the other hand, larger members do not feel the need to improve the level of collaboration, because they are part of a larger organization, which means they have rather mixed competencies which makes it possible for them to be rather independent. So, they look internally first, and then outside of the company. However, those in the cluster that can do the work they can't do, are very crucial to them, and they do work with them constantly.

"The bigger the company, the bigger muscles you have to do things yourself and then you should. However, the smaller companies can of course be dependent on collaborations, being involved in projects, ideas, and so on" – Respondent 7.

Respondent 8 felt like they did just not have the time to collaborate, in their channels everyone is very busy, and there is not enough time to be looking into that. They do order and work together with other actors, but not in a '*collaboration*' manner, they do their part, and the other firm does theirs, but



there isn't really any collaboration. This same respondent does also not collaborate with members that are in the same industry as them, or members that do the same as they do. The reason for this is that they feel like they are ahead technically in comparison to their competitors, that saying they don't want to teach them what they know, that wouldn't be good for them. Other respondents felt very similar, as they would never collaborate with someone that launches similar products to them, a competitor is something they do not collab with when it comes to product development for example, however, if they have acquired a material that is of interest to use, there could be some kind of collaboration.

As we can see, the larger firms show none to very low interest in improving the level of collaboration, but rather look within the organization first. This is understandable if the member in question has the expertise inside, there is really no reason to look outside. However, the cluster could still utilize these larger members in order to attract other large possible members. As the cluster applies for fundings for bigger projects, these larger firms could show a higher interest in projects targeted for them, the projects being supported by large firm's facilities the acceptance of said funding. ICS could then use the fundings for projects that improves the collaborations with the current actors, in order to attract even more into the cluster (Harris, 2021); which is exactly what ICs wants, to attract more members. A large portion of the respondents did show interest in internalization and making the Swedish furniture industry more worldwide known. These kinds of projects that are government found are an excellent tool to smoothen the process of internalization (Bathelta & Li, 2020).

One member especially highlighted how they knew about several cases where other members have tried to '*gather*' information from other members regarding how to produce something, solutions and such and that the member being asked about it had spent large sums of money acquiring this information and those solutions.



“Are we supposed to just give that information away for free because we belong to the same cluster? Doesn’t really make sense” – Respondent 10

Some of the members seems to be quite puzzled by the level of sharing there should be, and what should be seen as information that is fine to ask about and share, and what information is not. Some respondents felt like it would depend on what stage they are on the process, and if the member asking is willing to ‘invest’ in this. To put some money or effort into developing this information, then they would be fine with letting them join, but not okay to get it for free. The respondents did not seem to see this as collaboration, but rather a kind of ‘exploiting’ of others work.

However, the respondents do feel like there is enough trust within the cluster to speak to anyone, to share ideas and thoughts without being the need to feel insecure. They would not hesitate to contact another member for consultation, as they are not really strangers even though they might have never talked before, again connecting the cluster with affinity.

The respondents do seem to have an issue with ‘giving away’ information for free, the respondents do not see this as collaboration which is correct as collaboration means there is a shared ownership and interest in the outcome. In this case, there is only one ‘owner’ to this product development information that other actors want to take part of, thus being a tad more to the cooperation side. As cooperation could just be one actor giving help to another actor that is working on something, without any shared ownership. The respondent that has the ‘giving away’ information for free issue is however very interested in other members joining in the process but they would also need to invest in order to get in this is collaboration. This is a clear sign of a collaborative approach in the cluster, thus pointing the cluster in the right direction for path development (Harris, 2021). Managing cooperation is as stated before, to manage tension (Czakon, Srivastava, et al., 2020) as when not used correctly, it could lead to negative impacts. As one



actor invests time and money on developing projects, other actors seem to think it's okay to ask for the outcome of the project without ever being involved. This contradictory logic has been studied before and is a well-known factor for negative impacts to organisations while cooperating. However, Organizational structures (Chiambaretto et al., 2020), knowledge brokers (Chiambaretto et al., 2019), governance models, and cooperation capabilities (Niesten & Stefan, 2019) were recently emphasized as the most effective pathways by which to manage tensions (Gernsheimer, et al. 2021, p. 123). Thus, it would be of interest to ICS to invest in any of these pathways in order to avoid negative impacts in regard to cooperation issues.

6.6 Respondent feedback

The collected activities of the cluster as such can be divided into six dimensions, of which the respondents mentioned can be categorized into activities and services; contacts and interaction with relevant stakeholders and thirdly governance (Kergel, et al. 2021).

6.6.1 Activities and services

The services request can be divided into two categories—first, digital services and secondly logistics services. First, just under half of the respondents wished to see an extended function to the portal including member details; non-member firms in the area; and an online gallery/store. This would include more details on members, such as competencies, interests, and what the current needs are. In addition to this, the mapping of non-members for which even geographically close micro-firms can be all but invisible. Lastly the digital services, adding to the ICS portal an online gallery and store, where the smallest firms can exhibit product. These requests of digital services sought to extend the capabilities of even the small firms in order to make them more competitive and resilient. As is exemplified by Porter (1998, 2000) to be a tenant to theory on industrial conglomeration, that the facilitator connects or contribute a common infrastructure which enhances the firms which cannot deposit resources. The



improvement of said portal, could thus potentially lead to an increase of trust in the cluster. Members have the need for more information to be available in order to acquire more knowledge about others, this would thus also make it easier for the members to contact other actors. As the improvement of the portal would improve the social interactions, this chain reaction would this also improve trust as trust remains central to social interactions (Welter. 2012; Gelds et al. 2015). Would this lead to improvement in trust and social interactions, the economic prosperity of the cluster could flourish as well, as trade and other economic networking behaviours between companies are key for the economic prosperity of the cluster (Lorenzen, 2001). In order for clusters to thrive, there is a large need for high connectivity (Lorenzen, 2001; Rocha, 2004; Eraydin & Bilge Armatli-Köroğlu, 2005), which would thus also be improved with a better functioning portal. This could potentially allow the local firms to specialize even more, and at the same time enable the economies of scale and increase the learning between the members (Lorenzen, 2001; Rocha, 2004; Eraydin & Bilge Armatli-Köroğlu, 2005).

By the same blanket function institutional proximity has, reducing cognitive and technological proximity may grant a higher, lower capability for small firms and micro-entrepreneurs to exhibit products and services, finding and showcasing competences but also localize local stakeholders, reducing reliance of social proximity may grant (Geldes et al 2014). This could further contribute to balance competition and cooperation and make the cluster more attractive to smaller contractors which more than anything else might need tangible resource relieving services (Porter, 1998, 2000; Lorenzen). As a fundamental divide between the local and the internal firms have been observed, this could strengthen the local firms and give them more tools to cooperate connected smaller but established firms with micro-entrepreneurs and facilitate a revival of the small firms the regions have traditionally been associated with (Drakopoulou et al. 2018).

Third, one third of the respondents wanted to see a ICS organized a paid service for international fairs—shipping, transport and mingles for firms who



have neither the time nor the resources, experiences or competences for such administrative task. According to the respondents associated with this, it would make them more proactive and competitive and lead to one of the ICS main goals.

As one of the central goals of the cluster is to increase exports, facilitating or offloading the expertise associated with shipping could be a crucial activity. According to some respondents which could be used through already international firms and be a perfect example of industrial agglomeration to collectivise infrastructure (Porter, 1998, 2000). A couple of respondents expressed that sub-contractor+-r win when producers export (#2 & #8), which inevitably creates a dependency relationship to the successful producers. Coupling with a respondent expressed concern of dependency relationship to be instantiated into the social order, as was noted by another respondent (#3) and expressed as *'detrimental to establishing entrepreneurs and firms.'* This coupled with what one respondent (#5) said had been an issue to attract sub-contractors—an increasing amount of small firm and micro-entrepreneurs could work to attract them. When large generalists dominate, micro-entrepreneurs can endow a richness in terms of culture and innovativeness (Drakopoulou et al. 2018, p.).

6.6.2 contacts and interaction with relevant stakeholders

As an ongoing mission of ICS and a personal goal of the CEO, is to bridge institutions and cultures, *'especially as there is a discrepancy between public servant, professional and academics. Both in language and culture* (Rosenqvist, 2022; Sölvell & Lindqvist. 2012). The need for this was further reiterated by one third of respondents at some length, language and culture barriers between organs responsible for tenders and project announcements too great.

While its currently activity for the ICS to engage in projects with the firms and applying for project announcements, firms found naturally themselves found issues in themselves reading and applying for them.



Half of the respondents expressed an interest for more constructive conversations on sustainability and other issues which strive to connect with practical solutions; and share experiences with other industries and clusters, such as the metal industry; a focus on practical issues such as marketing, PR, communication as well as; workshops on public-tenders and other skills. These activities could be instantiated onto the members through workshops but also making bullets in collaboration with the members and it was brought to our attention that most firms don't have the time to attend to formal roles and because Rocha (2014) and Bathelta & Li (2020) collaboration facilitate increased trust as well as diminishing negative externalities such could reduce eventual proximity between the members and the board and administration who otherwise don't mingle. Making it more available for the members to collaborate is of great importance as knowledge is increased, which leads to higher innovation levels within the cluster (Trippl, Grillitsch, Asheim & Tripp, 2018; Bathelta & Li, 2020).

Second, all respondents unanimously expressed the annual Möbelriksdagen as a success but showed and a third of respondents expressed an interest of 1) hosting local delegations in and around the cluster 2) and for distinguished firms to have dedicated programs on the annual events. Other respondents wanted more events targeted to public stakeholders, youths and firms and aspiring designers. Some other respondents thought smaller and more frequent workshops which is not or less constrained by distance aimed at a smaller demographic. We can see an increasing interest in events of different kinds which could take place in the current structure or be added on the side as new smaller forums.

As geography and location was mentioned by more than half respondents to instantiated values, it can be posited as a radiator of values and culture that gets enshrined into institutional policies. Effectively, institutional values can thus be argued to be differentiated between norms and policies—as top-down force. As well as the inverse phenomena which are memories and local memory (Drakopoulou et al. 2018). As the meso level and firms can be



argued to act as a decoder of micro and the macro forces, these values intermingle through it with cognitive attributes which end up creating cognitive artifacts (Kim et al. 2016). Thus, a place and an organization can be seen as holding institutional properties and having cultural capital instantiated but rather in an inverse how it emanates to the agent. Facilitating a usable institutional proximity and reducing proximity in a multitude of ways (Boschma & Frenken. 2011). While a redundancy of workshops and events may hurt the overall brand—in for an example, being less apt to pull crowds and costing disproportionately much—, doing so in small/micro-formats could through the anchoring into regional, historical and achievements facilitate a bottom up and locally instantiated institutional values and create positive externalities (Boschma & Frenken. 2011; Gelds et al. 2015; Porter, 2000).

6.6.3 Governance

At the moment, the best tape-measure for how well the cluster does, is firm additions and leaving according to the CEO, and reason being to reduce load on the firms by not committing to anything that might not happen (Rosenqvist. 2022), but half of the respondents reflect on a potential lack of communication by the ICS in terms of concrete long-term goals.



7 Concluding remarks

In order to address the purpose of this thesis, the final conclusion to the research is presented in this chapter.

Since the relationship between micro-foundations and social structures are intertwined, the purpose of the thesis is to shed light on the social capital within the cluster and how it contributes to the creation of networks.

We confirmed that the social capital is perceived to contribute for intra-cluster networking as the social and structural dynamics affecting the agents within ICS are a central point of the improvement of the intra-cluster networking.

The collected output of ICS including avenues, firms and groups and how they become a collected entity of the Swedish furniture industry with a complex character which stem from its collected contact areas. Thus, ICS comes to symbolize the perception of internal industry stakeholders and a mark of excellence. The intra-cluster networking events and workshops ICS arranges are a pillar stone for said excellence, for the development of network and are thus in direct connection to the social capital. These intra-cluster networking events seem to trigger innovation and stimulate the social dynamics of the actors as they work together, discuss, experiment and create solutions in a social exploration of processes. The cluster is an area for networking where the social play becomes increasingly obvious, but still being professionals. The specific constitution of the network and link varies, having high quality informal links may be strong but also evaporate due people rapidly changing position, as the association was established on rules specific title. Strong informal bonds may also be detrimental when the inverse is true, for an example, when respondent spoke on establishing formal partnerships, the firm rationale which is largely path-dependent asserted primacy of other qualities.



Institutional proximity or capital was by far what seems to be most abundant and in analogy *free*, similarly to grants spent to facilitate specific projects, in this case strengthening the overall network. Designers and engineers however enjoyed a mutually inverse relations to cognitive-organizational proximity—implying a negative correlation analogous to sufficing a null hypothesis—in contrast to production managers want synonymous cognitive-organizational capital. The degree to which these constructs maintained delineated properties (being ontologically unique) depended. Thus, it was observed that institutional proximity could be associated with culturally geographic regions—which at that instance grant them similar characteristics. But influence emanate from different levels. Taken together, the relationship between each person and a specific context enjoys relative proximities and perpetually fluctuating.

In spite of the actors praising said intra-cluster networking events and workshops, there is still some room for improvement, as they desire an increase in smaller intra-cluster workshops and seminars that occur more regularly, as some experienced events like Möbelriksdagen to be all to infrequent and for some with less capital, hard to attend. The cluster hungers for more casual intra-cluster workshops where entrepreneurial thinking and innovation thrives, to be able to discuss in an open manner and to encourage local knowledge development.

We can also conclude that the degree to which a specific agent is subject to the manifesting characteristics and mechanics is entirely context dependent. In the dialogues the respondents exhibited emphatical primacy on the social dimensions (social proximity, social capital) and undergirded everything else.

Tabus seemed largely endogenous and socially constructed, but being tied back to trust, here professionals in different segments and titles differed—all but one designer was observed to be on the defence, the business leaders. Trust however is not static, particularly in ICS where trust is strictly time



related, as it grows through and with the creation of social relations, information process transferring, reciprocity, intra-cluster networking and joint problem solving.

The want for an explanation or simplification of the member information system is a good sign of collaborative approach and willingness to ameliorate the collaboration, co-operation, and intra-cluster networking, as the members wish to crush this wall that hinders network, innovation, and communication.

There is a reoccurring pattern from the members to enhance the social relationships and the dynamics that lead to said intra-cluster networking, to do more activities together, thus more ideas and projects would come to life on a regular basis. These social networking and interactive learning events are crucial for cluster development, and it is clear that so is also the case for ICS. Focusing on an increase and new ways of offering these kinds of social affairs, would thus benefit the social and structural dynamics of interactions within ICS and lead to improved levels of intra-cluster networking.

The referred duality comes down to the collected respondent's interaction within this space on different levels, in terms of micro-meso-macro and also for an example level of formality—depending on valence of some characteristics to the context through a dialectic process. Thus, the researchers exhibited some members to a degree perceiving to play along with specific narratives. But in extension, the duality connects to specific levels of emergence which are characterized by how influence is best asserted torn between employees who don't understand or agree with the resource expenditure of formally partaking.

Investigating into the second level, a complex machinery of abstractions appear which continually puts the individual, firm and the institutions at suspense—iteration continually build on this. In conclusion this means that what came before is never really gone, as pre-existing values and conventions, and in ways undenounced to the individual affect the continued



development of intra-cluster networking. Propagating a path-development emerging from the collected individual processes and mechanics.



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9 Appendix list

9.1 Interview Guide

The interview guideline is added to help with the interviews that will be performed throughout this study. The interview guide includes a variety of questions to collect data to answer the research questions of this paper and to fulfill the purpose. Not all questions in the interview guide will be asked, nor are they in order, but will serve as a base in order to maintain the discussion on-going. Additional questions may arise during the interview process both from the interviewers and the respondent, depending on the interview process dialogue.

To start off the interview, a basic set of questions will be asked in the beginning of each interview as standard procedure to get the personal information of the respondent, in regards of name, age etc.

Following the basic questions, the interview will then shift focus to the topics and concepts in connection to this study, to get the perception, thoughts and ideas of the respondent in regard to these concepts.

Private

- In what industry are you active in?
- Your company, what do they mainly do?
- What is your professional title?
- How long have you been in the cluster?
- Would you perceive yourself as an entrepreneur?
- Do you perceive yourself as being for or against the grain?
- Are you on the board or otherwise have a formal role in the cluster?

Social interactions and dynamics

- Can you describe cohesion within the cluster (members and the organization) and how to deal with problems?
- Can you tell us if you feel that the climate is between your colleagues/competitors in the cluster? Describe if its clustered and/or high too the ceiling



- What does the communication look like? Is it face to face or online? How often? Which channels are most important?
- How much would you appreciate your networking with members of the other clusters to be?

Institutionally

- Can you describe the Cluster as a collective, your purpose and expectations? Please, expand on potential for improvement.
- Can you describe in what ways the cluster contributes to things that would otherwise have been a process to achieve?
- Do you perceive that trust between companies leads to innovation and development?

Trust

- Do you have any companies that you have been in contact with for a very long time and trust very well?
- How would you describe your trust in the other members of the cluster?
- How common is it to talk about, or to be open about coming projects?
- Is there any special feature that makes a colleague/competitor feel reliable?
- Does the cluster as such have any effect on the reliability of the members?

Cooperation and collaboration

- Can you tell us more about collaboration across teams and firms in the cluster?
- How common is it that you have collaborations with others in the cluster?
- Which characteristics (size, industry or location among others) and values are most important in collaborations?

Path-development

- Can you tell us a little about trends in the cluster?
- Do you ever perceive new trends coming and going to the cluster? Please expand on this.
- How long have you been in the cluster? if so, how do you feel the culture and development path has changed during that time?



9.2 Contact Letter

Information sent to participants of interviews beforehand.

Dear xx

Our names are Nicolas Arriagada and Marcus Alexisson, currently studying the master's program in Entrepreneurship, Sustainability and Social Change at *Linnæus University*. During the spring semester Anna Rosenqvist has agreed to assist us in studying the Interior Cluster Sweden. In close consultation with Anna, we have been referred to **you at XX**, as you fit our sample criteria well and would thus be of interest for us to interview.

The reason behind us getting in touch with you is our master's thesis, we are highly interested in doing a deep dive into the Interior Cluster Sweden and look at the phenomena of collaboration within. Our purpose in doing this study is to look at the dynamics of interaction and understanding on an inter-personal and the inter-firm level within the context of the furniture cluster in the greater Småland region and neighboring geographical areas. This could be seen as beneficial for not only you as members within the cluster, but for the cluster as a whole, should our purpose be achieved.

To do this, we want research formal and informal relationships which are conducted on a personal level, as well as a firm basis and to ask how it is affected by, for an example by mutual trust. But also, how you perceive the cluster as such and what your purpose and needs are within the cluster. Some of the topics that will be included during the interviews are, but not limited to: Communication, collaboration, trust and networking.

The interviews will be conducted through the platform of Zoom and preferably be in English, but we are of course open to do it in Swedish. The interview should not take longer than one hour and will be recorded if your consent is given. The reason why it's being recorded is so that we do not miss out on any important information from the interviews, however, all respondents will be anonymous in the thesis itself.



We are intrigued and look forward to hear from you!

Best regards

Nicolas & Marcus



9.3 Timeline

Links		My moodle																					
2022		Comments																					
Month	Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Introduction																							
Uveckla projekt idén																							
Uveckla bakgrund																							
Uveckla problematisering och målbild																							
Färdigställ problematisering																							
Seminar: proposal discussion																							
Methodology																							
Skriv metod																							
Genomgång metod																							
Seminar: Introduction + methodology, February 3-16																							
Seminar: Theory and/or empirics, March 3-8-17 LINK																							
Theory																							
Förbered teori, definiera teori och ramverk																							
samlar in teoretisk data																							
Seminar: Theory and/or empirics, March 3-8-17 LINK																							
data collection																							
Kontakta företag																							
Planera datain-																							
samlingsfrågor																							
Färdigställ prim. Data insamling																							
Gör intervjuerna																							
Transkribera intervjuer																							
Seminar: Theory/empirics and analysis, April 21-8-17 LINK																							
Analysis																							
Koda data																							
Analysera data																							
Uveckla resultat och analysera																							
Conclusions																							
Starta med draft 1																							
Knytt ihop saken																							
Sista revidering																							
Inlämning																							
Sista seminarier																							
Seminar V																							



9.4 Operationalization

Title of the article	magazine	Keywords	Themes	Reference	Interview Themes
Forging connections: The role of 'boundary spanners' in globalising clusters and shaping cluster evolution.	Progress in Human Geography,	agency, boundary spanners, cluster evolution, global pipelines, global production networks, path creation	Social interactions, network, agency and structures	Wu, D. (2021).	Private Social interactions and dynamics Institutionally
Habitus emerging: The development of hybrid logics and collaborative business models in the Irish craft beer sector	International Small Business Journal: Researching Entrepreneurship, 36(6), pp. 637–661	Bourdieu, collaboration, craft brewing, entrepreneur, forms of capital, habitus, innovation, local, micro-breweries, network	cluster dynamics, social interactions, agency and structures, tabus, colleagues, proximity, trends	Drakopoulou Dodd, S., Wilson, J., Bhaird, C. M. A., & Bisignano, A. P. (2018).	Private Social interactions and dynamics Institutionally
Rethinking cluster evolution: Actors, institutional configurations, and new path development	Progress in Human Geography 45(3) pp. 436–454.	cluster evolution, cluster life-cycle, institution, institutional configurations, new path development, path creation, path dependence	cluster dynamics, social interactions, collaboration, trust	Harris, J. L. (2021).	Private Social interactions and dynamics Institutionally Trust
A holistic approach to the evolution of an entrepreneurial ecosystem: An exploratory study of academic spin-offs	Journal of Business Venturing, 36, pp 106-143	Academic spin-offs, Ecosystem perspective, Entrepreneurial ecosystems, Exploratory research, Government policy	social interactions, cluster dynamics	Abootorabi, H., Wiklund, J., Johnson, A. R., & Miller, C. D. (2021)	Social interactions and dynamics



Title of the article	magazine	Keywords	Themes	Reference	Interview Themes
Advancing Strategic Entrepreneurship Research: The Role of Complexity Science in Shifting the Paradigm	Entrepreneurship Theory and Practice, 33(1), pp. 241-276.		cluster dynamics, social interactions, networking	Schindehutte, M., & Morris, M. H. (2009).	Social interactions and dynamics Institutionally
Cluster evolution and the change of knowledge bases: the development of a design cluster	European Planning Studies, 25(2), pp 202-220, DOI: 10	Cluster evolution, knowledge bases, triggering events, pre-existing conditions, sources of knowledge, knowledge building	cluster dynamics, structural path dependence	(Bruun Ingstrup, et al. 2017).	Social interactions and dynamics Institutionally Path-development
Cluster Facilitation from a Cluster Life Cycle Perspective	European Planning Studies, 21(4) 556-574, DOI: 10	Cluster Facilitation from a Cluster Life Cycle Perspective	cluster dynamics, social interactions, agency and structures, tabus, colleagues, proximity, trends	Ingstrup, M. B., & Damgaard, T. (2013).	Private Social interactions and dynamics Institutionally Cooperation and collaboration
Evolution in Economic Geography Institutions, Political Economy, and Adaptation	Economic Geography, 85(2), 129-150		agency and structures, institutionally, structural path dependence	MacKinnon, D., Cumbers, A., Pike, A., Birch, K., & McMaster, R. (2009)	Private Institutionally Path-development



Title of the article	magazine	Keywords	Themes	Reference	Interview Themes
Advancing Strategic Entrepreneurship Research: The Role of Complexity Science in Shifting the Paradigm	Entrepreneurship Theory and Practice, 33(1), pp. 241-276.		cluster dynamics, social interactions, networking	Schindehutte, M., & Morris, M. H. (2009).	Social interactions and dynamics Institutionally
Cluster evolution and the change of knowledge bases: the development of a design cluster	European Planning Studies, 25(2), pp 202-220, DOI: 10	Cluster evolution, knowledge bases, triggering events, pre-existing conditions, sources of knowledge, knowledge building	cluster dynamics, structural path dependence	(Bruun Ingstrup, et al. 2017).	Social interactions and dynamics Institutionally Path-development
Cluster Facilitation from a Cluster Life Cycle Perspective	European Planning Studies, 21(4) 556-574, DOI: 10	Cluster Facilitation from a Cluster Life Cycle Perspective	cluster dynamics, social interactions, agency and structures, tabus, colleagues, proximity, trends	Ingstrup, M. B., & Damgaard, T. (2013).	Private Social interactions and dynamics Institutionally Cooperation and collaboration
Evolution in Economic Geography Institutions, Political Economy, and Adaptation	Economic Geography, 85(2), 129-150		agency and structures, institutionally, structural path dependence	MacKinnon, D., Cumbers, A., Pike, A., Birch, K., & McMaster, R. (2009)	Private Institutionally Path-development
The Past in Play: Tradition in the Structures of Collaboration	Organization Studies Organization Studies 31(05) pp 525-554	Interorganizational collaboration, tradition, structure, network	structural path dependence, cooperation	Hibbert, P., & Huxham, C. (2010)	Institutionally Path-development



How Emergence Conditions of Technological Clusters Affect Their Viability? Theoretical Perspectives on Cluster Life Cycles	European Planning Studies, 19(12) pp, 2025-2046, DOI: 10		cluster dynamics, social interactions, collaboration, trust	Crespo, J. (2011).	Social interactions and dynamics Trust Cooperation and collaboration
DEVELOPMENTAL PROCESSES OF COOPERATIVE INTERORGANIZATION AL RELATIONSHIPS	. Academy of Management Review 1994, Val. 19. No. 1. 90-118. –Trust (p. 93)		cluster dynamics, source of trends	Ring, P. S., & Van de Ven, A. H. (1994).	Social interactions and dynamics Institutionally
All you need is trust? A critical review of the trust and entrepreneurship literature	International Small Business Journal, 30(3), pp. 193–212.	context, entrepreneurship, trust, trust duality, trust process	Trust, Social interactions and dynamics	Friederike Welter. 2012.	Social interactions and dynamics Trust
How does proximity affect interfirm marketing cooperation? A study of an agribusiness cluster.	Journal of Business Research, 68(2), 263-272	Marketing Interfirm cooperation Proximity Cluster Agribusiness Emerging economies	Trust, Social interactions and dynamics	Geldes, C., Felzensztein, C., Turkina, E., & Durand, A. (2015).	Social interactions and dynamics Trust
Ties, trust, and trade: Elements of a theory of coordination in industrial clusters.	International Studies of Management & Organization, 31(4), 14-34.		Trust, Social interactions and dynamics	Lorenzen, M. (2001).	Social interactions and dynamics Trust
Entrepreneurship and development: The role of clusters	. Small business economics, 23(5), 363-400.		Social interactions and dynamics Trust	Rocha, H. O. (2004).	Social interactions and dynamics Trust



Innovation, networking and the new industrial clusters: the characteristics of networks and local innovation capabilities in the Turkish industrial clusters.	Entrepreneurship & Regional Development, 17(4), 237-266.	industrial clusters; innovativeness; local networks; global networks.	Social interactions and dynamics Trust	Eraydin, A., & Armatli-Köroğlu, B. (2005)	Social interactions and dynamics Trust
Cluster relations in the media industry: Exploring the 'distanced neighbour' paradox in Leipzig.	Regional Studies, 39(1), 105-127.	Cluster dimensions, buzz, pipelines, media industry.	Social interactions and dynamics Trust	Bathelt, H. (2005).	Social interactions and dynamics Trust
Geographies of production: growth regimes in spatial perspective (II)- knowledge creation and growth in clusters.	Progress in human geography, 29(2), 204-216		cluster dynamics, social interactions, agency and structures, tabus, colleagues, proximity, trends	Bathelt, H. (2005).	Private Social interactions and dynamics Institutionally Trust
Clusters and knowledge: local buzz, global pipelines and the process of knowledge creation.	Progress in human geography, 28(1), 31-56.	knowledge creation, clusters, buzz, pipelines, absorptive capacity.	cluster dynamics, social interactions, agency and structures, tabus, colleagues, proximity, trends, trust	Bathelt, H., Malmberg, A., & Maskell, P. (2004).	* Private * Social * interactions and dynamics * Institutionally * Trust * Cooperation and collaboration * Path-development



Title of the article	magazine	Keywords	Themes	Refere	Interview
Rethinking cluster evolution: Actors, institutional configurations, and new path development.	Progress in Human Geography, 45(3), 436-454	cluster evolution, cluster life-cycle, institution, institutional configurations, new path development, path creation, path dependence	cluster dynamics, social inertactions, agency and structures, tabus, colleagues, proximity, trends, trust	Harris, J. L. (2021)	Private Social interactions and dynamics Institutionally Trust
Overcoming frictions in transnational knowledge flows: challenges of connecting, sense-making and integrating.	Journal of Economic Geography, 18(5), 1001-1022.		cluster dynamics, social inertactions, agency and structures, tabus, colleagues, proximity, trends, trust	Bathelt, H., Cantwell, J. A., & Mudambi, R. (2018).	Private Social interactions and dynamics Institutionally Trust
Processes of building cross-border knowledge pipelines.	Research Policy, 49(3), 103928.		cluster dynamics, social inertactions, agency and structures, tabus, colleagues, proximity, trends, trust	Bathelt, H., & Li, P. (2020).	Cooperation Private Social interactions and dynamics Institutionally Trust
Local or global? Does internationalization drive innovation in clusters?.	European Planning Studies, 27(10), 1995-2014.	Innovation, internalization, clusters, manufacturing, global value chain, collaboration.	Collaboration	Bettiol, M., Chiarvesi, M., Di Maria, E., & Gottardello, D. (2019).	Cooperation & collaboration
Export-oriented small and medium industry clusters in Indonesia.	Journal of Enterprising Communities: People and Places in the Global Economy.	Sme's, networking, women, entrepreneurs, exports, indonesia.	Trust, cluster dynamics, network, collaboration	Tambunan, T. (2009).	Social interactions and dynamics Trust Cooperation and collaboration
Unrelated knowledge combinations: The unexplored potential for regional industrial path development.	Cambridge Journal of Regions, Economy and Society, 11(2), 257-274.	industrial path development, economic diversification, regional structural change, specialisation and diversity, related and unrelated	Collaboration, network	Grillitsch, M., Asheim, B., & Trippl, M. (2018).	Cooperation and collaboration, Social interactions and dynamics



Title of the article	magazine	Keywords	Themes	Refere	Interview
Clusters and the new economics of competition	(Vol. 76, No. 6, pp. 77-90). Boston: Harvard Business Review.		cluster dynamics, social inertactions, agency and structures, tabus, colleagues, proximity, trends, trust	Porter, M. E. (1998).	Private Social interactions and dynamics Institutionally Trust Cooperation
Location, competition, and economic development: Local clusters in a global economy.	Economic development quarterly, 14(1), 15-34.		cluster dynamics, social inertactions, agency and structures, tabus, colleagues, proximity, trends, trust	Porter, M. E. (2000).	Private Social interactions and dynamics Institutionally Trust Cooperation
The past in play: Tradition in the structures of collaboration.	Organization Studies, 31(5), 525-554.		structural path dependence, collaboration	Hibbert, P., & Huxham, C. (2010).	Cooperation and collaboration Path-development
Levels, phases and themes of coopetition: A systematic literature review and research agenda.	European Management Journal, 34(5), 484-500	Coopetition Simultaneous cooperation and competition Systematic literature review	Co-operation	Dorn, S., Schweiger, B., & Albers, S. (2016).	Cooperation and collaboration
Small and large firms' trade-off between benefits and risks when choosing a cooperator for innovation.	.Long Range Planning, 53(1), 101876.	Coopetition Innovation Benefits and risks Conjoint analysis Small and large firms Trade-off	Collaboration and co-operation	Chiambarotto, P., Bengtsson, M., Fernandez, A. S., & Näsholm, M. H. (2020)	Cooperation and collaboration
"All for One and One for All?" - Knowledge broker roles in managing tensions of internal coopetition: The Ubisoft case.	Research Policy, 48(3), 584-600.	Internal coopetition Internal cooperative tensions Management of internal coopetition Knowledge brokers	Collaboration and co-operation	Chiambarotto, P., Massé, D., & Mirc, N. (2019).	Cooperation and collaboration
Embracing the paradox of interorganizational value co-creation-value capture: A literature review towards paradox resolution.	International Journal of Management Reviews, 21(2), 231-255.		Agency, path development, co-operation,	Nielsen, E., & Stefan, I. (2019).	Private Institutionally Cooperation and collaboration Path-development



Title of the article	magazine	Keywords	Themes	Refere	Interview
Coopetition research- A systematic literature review on recent accomplishments and trajectories.	Industrial Marketing Management, 96, 113-134.	Coopetition Cooperation and competition Systematic review Interorganizational relationships Research trends	cluster dynamics	Gernsheimer, O., Kanbach, D. K., & Gast, J. (2021).	Social interactions and dynamics
Knowledge integrators and the survival of manufacturing clusters.	Journal of Economic Geography, 18(5), 1069- 1089.		cluster dynamics	Buciuni, G., & Pisano, G. (2018).	Social interactions and dynamics
Innovationskraft, regioner och kluster: vägen till en framgångsrik innovationspolitik	Stockholm: Entreprenörskapsforum.		cluster dynamics	Sölvell, Örjan, Lindqvist, Göran & Williams, Mats. (2012).	Social interactions and dynamics
Path creation: Co- creation of heterogeneous resources in the emergence of the Danish wind turbine cluster.	European Planning Studies, 20(5), 733-752.		cluster dynamics	Karnøe, P., & Garud, R. (2012).	Social interactions and dynamics
Untapped Riches of meso-level applications in multilevel entrepreneurship mechanisms.	Academy of Management Perspectives, 30(3), 273-291.		network, agency and structures	Kim, P. H., Wennberg, K., & Croidieu, G. (2016).	Social interactions and dynamics Institutionally
Relatedness as driver of regional diversification: A research agenda.	Regional Studies, 51(3), 351-364.	regional diversification, related diversification, unrelated diversification, institutional entrepreneurship, institutional change	cluster dynamics, social interactions, agency and structures, tabus, colleagues, proximity, trends, trust	Boschma, R. (2017).	Private Social interactions and dynamics Institutionally Trust



Title of the article	magazine	Keywords	Themes	Refere	Interview
A holistic approach to the evolution of an entrepreneurial ecosystem: An exploratory study of academic spin-offs.	Journal of Business Venturing, 36(5), 106143.	Academic spin-offs Ecosystem perspective Entrepreneurial ecosystems Exploratory research Government policy		Abootora bi, H., Wiklund, J., Johnson, A. R., & Miller, C. D. (2021).	Social interactions and dynamics Institutionally Path-development
Clusters or UN-clustered industries? Where inter-firm marketing cooperation matters.	Journal of Business & Industrial Marketing, 27(5)	interfirm cooperation, knowledge exchange, regional clusters, indurtial marketing, latin america, marketing	social interactions, agency and structures	Felzenszt ein, C., Gimmon, E., & Aqueveq ue, C. (2012).	Social interactions and dynamics Institutionally path development
Towards a comprehensive understanding of new regional indus- trial path development.	Regional Studies 53(11): 1636–1645.	path creation, multi-actor approach, inter-path relations.	agency and structures, trends	Hassink R, Isaksen A and Trippel M (2019)	Institutionally Path-development
Evolution in Economic Geography: Institutions, Political Economy, and Adaptation	Economic Geography, 85:2, 129-150,	evolutions, institurions, path dependence, regional adaptation	social dynamics, agency, path development	MacKinn on, D. Cumbers, A. Pike, A. Birch K. & McLMaste r, R. (2009)	Social interactions and dynamics Institutionally Path-development
Clusters and the new economics of competition	Boston: Harvard Business Review, Vol. 76, No. 6, pp. 77-90).		social interactions, dynamics, communication	Porter, M. E. (1998).	Social interactions and dynamics Institutionally Path-development
Explaining development and change in organizations.	Academy of management review, 20(3), 510-540.		cluster dyncamis, trends	Van de Ven, A. H., & Poole, M. S. (1995).	Social interactions and dynamics Institutionally
Porter's diamond approaches and the competitiveness web.	International Journal of Business Administration, 10(5), 33-52.	Porter's diamond, Porter's diamond extensions, Porter's diamond criticisms, Porter's diamond	cluster dynamics, agency, institutionally, tabus	Vlados, C. (2019).	Social interactions and dynamics Institutionally
Macro, Meso, and micro policies for strengthening entrepreneurship: Towards an integrated competitiveness policy.	Journal of Business & Economic Policy, 7(1), 1-12.	Competitiveness policy, entrepreneurship policy, socio-economic development, micro-meso-macro, competitiveness	cluster dynamics, agency, institutionally, tabus	Vlados, C. (2020).	Social interactions and dynamics Institutionally Path-development