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COOPERATION IN CLUSTERS AND NETWORKS – CREATIVITY AND INNOVATIVENESS CHALLENGES: AN INTRODUCTION

Nowadays we witness a growing role of cooperation in numerous areas of human activity: business, culture, society, administration and science. In these overlapping areas a consolidating factor are social relations as well as shared norms and ethical values. Social relations constitute a foundation of other relations in clusters and inter - organizational networks: formal relations, business relations, knowledge transfer. Inter-organizational cooperation also relates to different areas of expertise, including creativity or human ability to create new, unprecedented solutions. Cooperation in this area occurs in networks and clusters created and developed in creative industries called creative clusters or creative networks. Both creative networks as well as creative clusters are characterized by specialization (according to the types of activity referred to as creative and cultural industries), regional concentration and the potential of actors: entrepreneurs, designers, scientific institutions and support institutions. This issue of Scientific Papers of Silesian University of Technology Organization and Management Series presents the results of a research project entitled '*Models of knowledge management in networks and clusters in creative industries in Poland and EU countries.*'¹ The purpose of the project was to define the specificity of the processes of creation and knowledge transfer in networks and creative clusters.

The role of creative industries as well as networks and clusters in these industries results, among other things, from the economic value of these sectors. In order to precisely or in an estimate manner determine the value of turnover in the creative industries, the number of employees or other variables we should adopt the method of their identification and classification. This is the scientific basis for defining specializations and activity of creative clusters. This issue was addressed in this paper by Lilla Knop and Sławomir Olko, the article entitled

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'Clusters in Cultural and Creative Industries in Europe – Specialization and Activities'. What determines the value of creative industries is not only the value of revenues or the number of employees but also their impact on other sectors of the region's economy. This problem is discussed in an article by Sławomir Olko entitled 'The Impact of Networks and Clusters in Cultural and Creative Industries on the Regional Innovation Ecosystem - Analysis of Selected Cases in Europe'. On the basis of the selected clusters in the EU countries, their relations with the sectors of the regions in which these clusters operate, were identified.

Lilla Knop and Monika Odlanicka-Poczobutt in their article entitled 'Creative Clusters Against the Background of the Development of Clusters in Poland' presented the development of creative clusters in the context of the development of all clusters in Poland. In this comparison creative clusters were regarded in very good light and the common area are information and communication technologies, in particular digitization, multimedia, internet and mobile technologies. This technological area is the basis for the development of various areas of economy including cultural and creative industries and cultural heritage. It is also relevant that ICT has become a smart specialization for many regions of Poland, also constituting a national smart specialization, known as Smart creative technologies.

Agata Mesjasz-Lech in her article, 'Factors Conducive to the Development of Business Cooperation in a Cluster Initiative - A Statistical Analysis', supported by statistical data about companies in Poland, analyzed what factors are conducive to cooperation between entrepreneurs. The study covered the years 2012-2014, which were characterized by strong economic growth, an increase in outlays for innovative activity as well as an increase in the number of clusters and innovative networks.

The emergence and development of clusters is closely related to the central economic policy, and in particular to innovation and cluster policy. Within the cluster policy pursued in Poland, special support in the area of internationalization is provided for Key National Clusters. Beata Skowron-Grabowska in the article entitled 'Criteria of Evaluating Key National Clusters and the Reference to the Local Conditions' analyzed the criteria for selection of key clusters as well as evaluation of their activity.

Apart from economic value and the influence they have on other sectors of economy, creative industries are a natural reservoir supporting the preservation and promotion of local and regional identity. In order for this to happen, a creative cluster must identify or develop its own identity, which is used to identify and promote the cluster, or to support the information and promotion activity of cities and regions. Magdalena Rzemieniak addressed the issue of building the identity of a creative cluster in her article, 'Identity Building in Creative Clusters'.

Among the leading areas of inter-organizational cooperation we can distinguish innovative activity that is realized in the form of projects implemented in consortia. Beata Skowron-Grabowska and Joanna Nowakowska-Grunt in their article, 'Innovative Projects in Enterprises' analyzed the essence of innovative projects from the point of view of the contemporary process approach to organization management. The effects of an innovative project were illus-

trated on the basis of a project implemented in an enterprise operating in the energy sector in Poland.

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