

## عنوان مقاله:

Cluster innovation in the automotive industry. The case of German automotive clusters

## محل انتشار:

کنفرانس بین المللی اقتصاد مدیریت و علوم اجتماعی (سال: 1394)

تعداد صفحات اصل مقاله: 10

## نویسنده:

Bordei Constantin - *Doctoral School of Economics and Business Administration, Iași, Romania*

## خلاصه مقاله:

The clusters represent geographical concentrations of companies that are interrelated, which have developed connections with other organizations, such as professional agencies, governmental agencies, research and development institutions and educational institutions. Possessing their feature of competences concentration poles, they nowadays represent key players on the international economic and competitiveness stage, promoting a series of objectives such as the development of industries, environmental technologies, the reduction of production costs and the most important, the enhancement of the cooperation between the business environment, universities, research and development institutions and governmental institutions. Given the existing conditions in the actual period, the global automotive industry is mandated to continuously evolve and innovate the manufacturing technologies; thus, considering the reserves of fuel and the green-house effect, companies in the automotive industries have to continuously bring innovations regarding the low fuel consumptions of the vehicles, the safety technologies, the low emission technologies and so on in order to resist on the international market and to meet the requirements of the demand. With a long tradition in the automotive industry, Germany is one of the most representative players in the field, a feature that has determined the choice of the German automotive industry, and namely, the innovation that the German automotive clusters, which we are going to discuss in this paper.

## کلمات کلیدی:

cluster, organization, innovation, technology, automotive, Germany

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/388418>

