

Networking perspective of coordinating innovative actions

TERESA BAL-WOŹNIAK, DR*

ABSTRACT. Seeking the most favorable conditions for innovative activity, the article depicts the results of research on innovativeness in the context of coordination. Applying networking to analyses and discussions on coordinating innovative actions correlates with development of clustering. Consequently, a cluster has been made a reference, an example of an economic network. The aim of this article is to show networks, as coordination structures, that open the perspectives of multiplying values, thanks to the functioning logic combining an individual benefit with the benefit for the whole of network participants. The theoretical basis for any considerations relies on the theory of transaction costs, developed within the framework of new institutional economics. In the conditions of knowledge based economy and developments of the ICT revolution, conducts with learned behaviors within the framework of the schemes generated by classical economics is not possible any more. Applying these schemes by entrepreneurs would mean depriving of multiplying the usability coming from the network. It has a significant dimension especially while referring to innovative activity.

KEY WORDS: innovation, innovativeness, innovative actions, innovative activity, coordination, regulation, new institutional economics, transaction costs, market, firm, networks, networking, cluster network logic, network economy

* Bal-Woźniak Teresa, Dr of Economics, Rzeszow University of Technology, The Faculty of Management, Department of Entrepreneurship, Management and Ecoinnovativeness, Poland
Field of research: management, innovation, innovativeness, the active factors of development of enterprise, intellectual capital. **List of scientific output available at:** <http://teresabal.sd.prz.edu.pl/pl/72/> wozniakt@prz.edu.pl

References

1. *Barney, D.* The Network Society, Cambridge: Polity, 2004.
2. *Bell, G.G.* Clusters. Network and Firm Innovativeness, *Strategic Management Journal*. — 2005. — № 26. — pp.287—295.
3. *Casper, S.*, Hollingsworth, R.J. and R. Whitley, «Varieties of Capitalism: Comparative Institutional Approaches to Economics Organization and Innovation», In *Innovation and Institutions*, edited by S. Casper and F. von Waarden, pp. 193—228, Cheltenham: Edward Elgar Publishing, 2005.
4. *Coase, R.* The Nature of the Firm, *Economica*, 1935. — Vol. 4, № 16. — pp. 386—405.
5. *Cyert, R.M.* and *J.G. March*, *A Behavioral Theory of the Firm*, Englewood Cliffs, NJ: Prentice Hall, 1963.
6. *Drucker, P.F.* *Innovation and Entrepreneurship. Practice and principles*, Harper and Row, 1985.
7. *Europe 2020* — Integrated guidelines, European Commission, Brussels, 2010, SEC(2020) 488 final, 27.04.2010.
8. *Fukuyama, F.* *The Great Disruption: Human Nature and the Reconstitution of Social Order*. — New York: Free Press, 1999.
9. *Furman, J.L.* *Porter, M.E.* and *S. Stern*, The Determinants of national innovative capacity, *Research Policy*, 2002 — Vol. 31. — pp. 899—933.
10. *Giddens, A.* *Modernity and Self-Identity. Self and Society in the Late Modern Age*. — Cambridge: Polity Press, 1993.
11. *Hayek von F.A.*, *Law, Legislation and Liberty, Rules and Orders* 1973, № 1, citat in Chavance, B. Formal and Informal Institutional change: The experience of post socialist transformation, *European Journal of Comparative Economics*, 2008. — Vol. 5, № 1. — pp. 57—71.
12. *Hockuba, Z.* *Droga do spontanicznego porządku. Transformacja ekonomiczna w świetle problemu regulacji*, Warszawa: Wydawnictwo Naukowe PWN, 1995.
13. *Horx, M.* *Die acht Sphären der Zukunft. Ein Wegweiser in die Kultur des 21. Jahrhunderts*, 4. Auflage, Signum Verlag Wien. — München, 2002.
14. *Kelly, K.* *New Rules for the New Economy. 10 Radical Strategies for a Connected World*. — London: Penguin, 1999.
15. *Kornai, J.* *Anti-Equilibrium. On Economic Systems Theory and the Tasks of Research*. — Amsterdam: North-Holland Publishing, 1971.
16. *Koźmiński, A.K.* *Zarządzanie w warunkach niepewności. Podręcznik dla zaawansowanych*. — Warszawa: Wydawnictwo Naukowe PWN, 2004.
17. *Link, A. N. and D. S. Siegel*, *Innovation, Entrepreneurship and Technological Change*. — Oxford: Oxford University Press, 2007.
18. *Lombard, D.* *Le village numérique mondial: La deuxième vie des réseaux*. — Paris: Odile Jacob, 2008.

19. *Malone, T.W.* and *K. Crowston*, The Interdisciplinary Study of Coordination, *ACM Computing Surveys*, 1994. — Vol. 26, № 1, March. — pp. 87—119.
20. *Ostrom, E.* *Governing the Commons. The Evolution of Institutions for Collective Action.* — Cambridge: Cambridge University Press, 1990.
21. *Piekarczyk, A.* i *K. Zimniewicz*, *Myślenie sieciowe w teorii i praktyce*, Polskie Wydawnictwo Ekonomiczne. — Warszawa, 2010.
22. *Porter, M.E.* Clusters and the New Economics of Competition, *Harvard Business Review* 1998, November, Vol. 76, No. 6, pp. 77—90.
23. *Porter, M.E.* *Strategia konkurencji. Metody analizy sektorów i konkurentów*, Państwowe Wydawnictwo Ekonomiczne. — Warszawa, 1994.
24. *Porter, M.E.* *The Competitive Advantage of Nations. With a New Introduction*, PALGRAVE. — New York, 1998, pp. xxii—xxiii.
25. *Porter, M.E.* *The Competitive Advantage of Nations.* — New York: Free Press, 1990.
26. *Shapiro, C.* and *H.R. Varian*, *Information Rules: a Strategic Guide to the Network Economy*, Harvard Business School Press. — Boston, 1998.
27. *Simon, H.A.* *Administrative Behavior. A Study of Decision-Making Process in Administrative Organization*, ed. 7th. — New York: MacMillan, 1971.
28. *Stiglitz, J.E.*, *Economics of the Public Sector*, ed. 3th. — New York: W.W. Norton, 1986.
29. *Sunstein, C.R.* *Law of Fear.* — New York: Cambridge University Press, 2005.
30. *The Global Competitiveness Report 2009—2010*, World Economic Forum, <http://www.weforum.org/en/initiatives/gcp/Global%20Competitiveness%20Report/index.htm>.
31. *Warnecke, H.J.* *Revolution der Unternehmenskultur*, Springer-Verlag — Berlin-Heidelberg, 1993. — pp. 98—120.
32. *Williamson, O.E.* *The Economic Institutions of Capitalism. Firms, Markets, Relational Contracting.* — New York: Free Press, 1985.
33. *Woźniak, M.G.* *Kierowanie. Rynek. Transformacja. Bariery stabilizacji.* — Kraków: Instytut Badania Rynku, 1993.

The article was received by the editorial board on 25.11.2010

[The full text of the article is available in Ukrainian.](#)