

Dissertation title:

Managementmodell zur Identifikation und Aktivierung von Wertschöpfungspotenzialen in regionalen Produktionsnetzwerken

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The present work addresses a problem of coordination within the extended system of production. Drawing on theoretical and empirical contributions of the literature, and in the course of a longitudinal case study, a management model is developed, contributing to the increase of regional value added on the basis of organizational efficiency potentials.

Industrial production is increasingly dependent on the networks between its systems and subsystems. Therefore, in regard to the strategic alignment of manufacturing firms, the focus is shifting from resources to relations. Relations, however, have to be coordinated initially concerning industrial firms. Moreover, industrial production is embedded in a heterogeneous context, which involves various organizations from the economic, political, scientific, and administrative systems. Regions offer a scope of action to integrate these systems, and drive the performance of the firms operating within them. Hence, management models aiming for the coordination of industrial value added have to be oriented towards the regional level.

Currently, however, this perspective is underexplored in the literature, as there are no such approaches dealing with the tensions between the regional and the single firm level. Consequently, no concepts on self-organized regional value added have been put forward as yet to dissolve these tensions.

The management model being developed, i.e. the Stuttgart Regional Model, offers this kind of coordination, and is furthermore compatible with the digital imperative which has been unfolding during the last couple of years. On the basis of a structural and value added related perspective, regional performance units, as well as a communication medium, i.e. impulses of regional efficiency potentials, are conceptualized. Combining commercial incentives with an objective of regional economy, this enables self-organized regional value added.