



RUB

RUHR-UNIVERSITÄT BOCHUM

REGIONAL INNOVATION

What fosters the development of regions? How can regional ecosystems generate innovation?

Prof. Dr. Uta Wilkens / Simon Rohde (M.Sc.)
Lukas Zaghow

Summer 2020, Opening Session, April 20



IAW

INSTITUT FÜR ARBEITSWISSENSCHAFT
Lehrstuhl für Arbeit, Personal und Führung

GEFÖRDERT VOM



Bundesministerium
für Bildung
und Forschung

inSTUDIES^{plus}
Maßnahmenfeld
in die Praxis



0 | Schedule for today

14:15 Introduction

- Who are the lecturers
- What are the learning outcomes? What are the contents of the seminar?
- Why do regions matter?

14:50 Introduction of Seminar Members

Short break/Buffer

15:15 Introductory Guest Presentation

- Thien Trang Do from Business Metropole Ruhr

15:30: Outlook and Administration

1 | Learnings in Regional Innovation

learning outcomes are...

→ What you roughly should know and be able to do when having finished the seminar

You can..

- **translate** different conceptual approaches of regional analysis using structural and survey data on specific regional challenges
- **provide** recommendation for the economic and/or social development of a region.
- **understand** the importance of regional characteristics for divergent economic development
- **investigate** the underlying mechanisms on the background of regional change and transformation.
- **deepen** your knowledge of basic theoretical models and apply scientific methods in your project work.
- **develop** practice-oriented ideas that are **exchanged** and **transferred** with partners during the course of the seminar.

2 | Learnings in Regional Innovation

learning contents and processes are ...

- How we translate learning outcomes into learning processes and seminar structure
- **Regional innovation and transformation confront state actors, regional associations and companies with a sophisticated challenge, as exemplified by structural change in the Ruhr area.**

We would like you to

- Identify your own projects
- Develop a theoretical and methodological foundation
- Collect and evaluate appropriate data
- Make concrete proposals for problem solution regarding your project/region
- Become “experts” in knowledge transfer, exchange and communication

2 | Learnings: why do regions matter?

Starting of with the exemplary Ruhr Area

Das Ruhrgebiet ist das neue Armenhaus Deutschlands

Veröffentlicht am 05.04.2019 | Lesedauer: 5 Minuten



Von **Tobias Kaiser**
Wirtschaftsredakteur

Negative image is spread

Why is it the „new“ poorhouse? Is economic depression not a long term issue in the Ruhr Area?

What does the research study's data say?

Overall question: Why are regions performing economically different?

Source: WELT

2 | Learnings: why do regions matter?

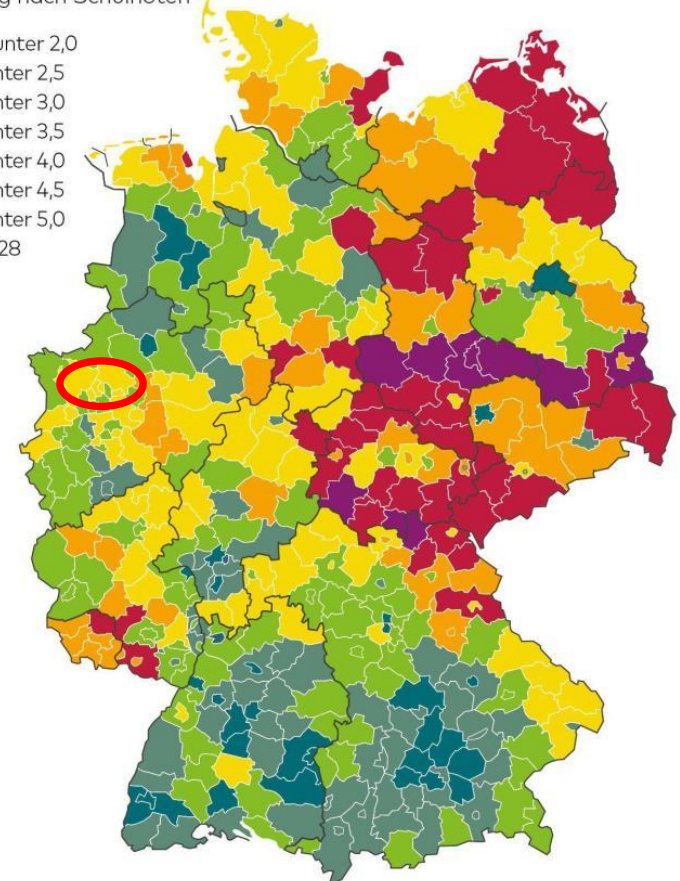
Starting of with an example of the Ruhr Area

- Indicators for demographics are mediocre
- other city and metropolitan areas convey better first impression but Ruhr Area needs further assessment of underlying factors
- Take history into account and focus on success

Demografie bremst den Osten

Bewertung nach Schulnoten*

- 1,97 bis unter 2,0
- 2,0 bis unter 2,5
- 2,5 bis unter 3,0
- 3,0 bis unter 3,5
- 3,5 bis unter 4,0
- 4,0 bis unter 4,5
- 4,5 bis unter 5,0
- 5,0 bis 5,28



* in die Bewertung fließen ein: Kinderzahl, unter 35-Jährige, durchschnittliche Lebenserwartung, Wanderung, Hochbetagte, Bevölkerungsprognose

welt

Quelle: Berlin-Institut für Bevölkerung und Entwicklung

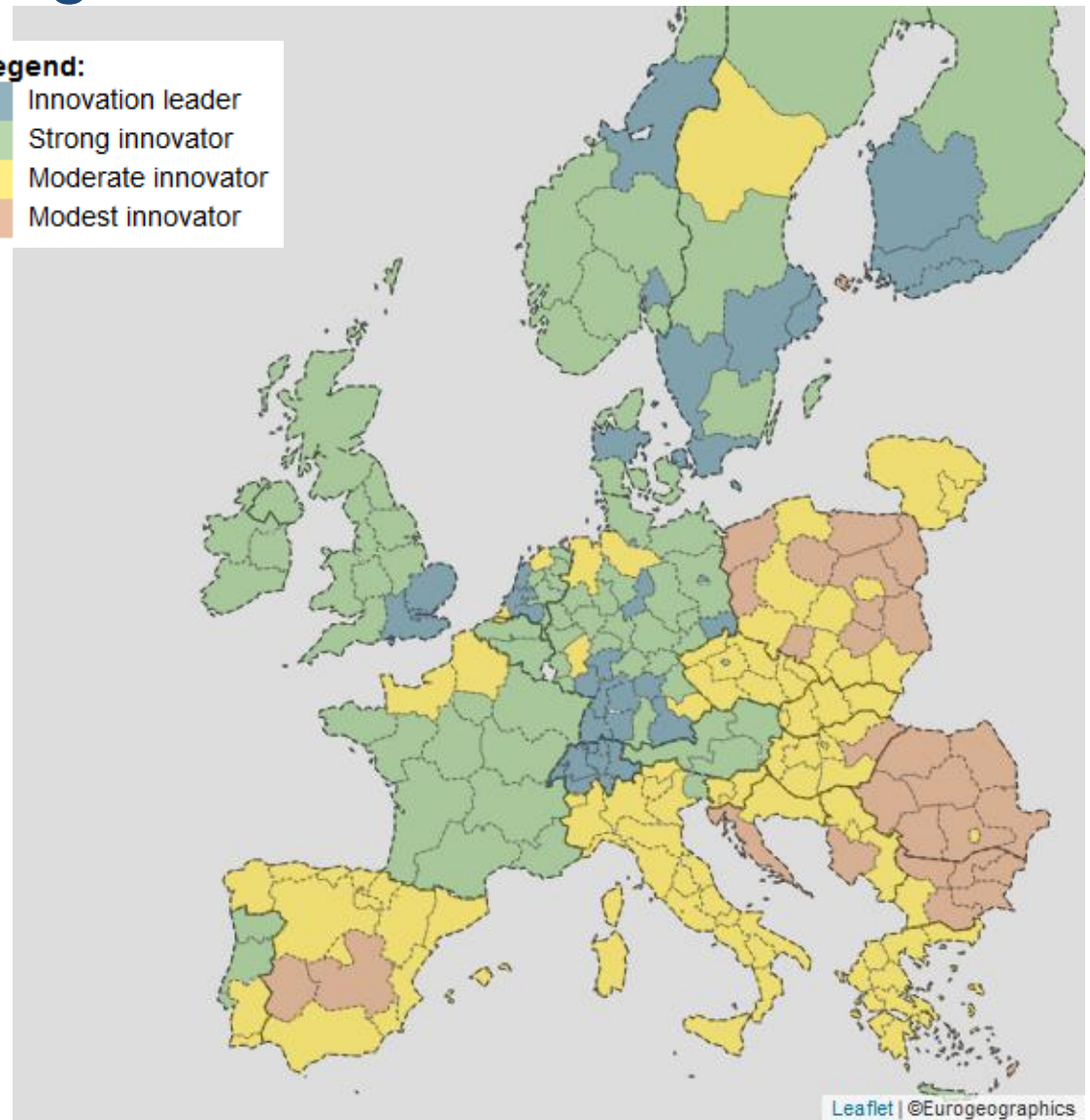
2 | Learnings: why do regions matter?

All over Europe, regions have different innovation capabilities

- What are the underlying reasons?
- How is this measured?
- What can be done to foster innovation?
- How can innovation be distributed?

Legend:

- Innovation leader
- Strong innovator
- Moderate innovator
- Modest innovator



2 | Learnings: why do regions matter?

WATCH OUT, BERLIN

Could the Ruhr area be Germany's next startup hot spot?

The Ruhr Valley gave Germany its first industrial revolution; now entrepreneurs want to launch a new one. The advantages are great, but so are the hurdles.

Source: Handelsblatt

2 | Learnings: why do regions matter?

What advantages?

Bosch-Tochter schafft in Bochum bis zu 2000 Arbeitsplätze **WAZ** plus

Andreas Rorowski

09.10.2018 - 10:57 Uhr

- Bosch subsidiary Escrypt moves new headquarter to ex-Opel area
 - Escrypt is a Horst-Görtz-Institute spin-off
- Knowledge is the key to innovation
- An innovative region facilitates knowledge and therefore innovation
- How can a region be innovative? **What fosters the development of regions? How can regional ecosystems generate innovation?**

2 | Learnings: Innovation?

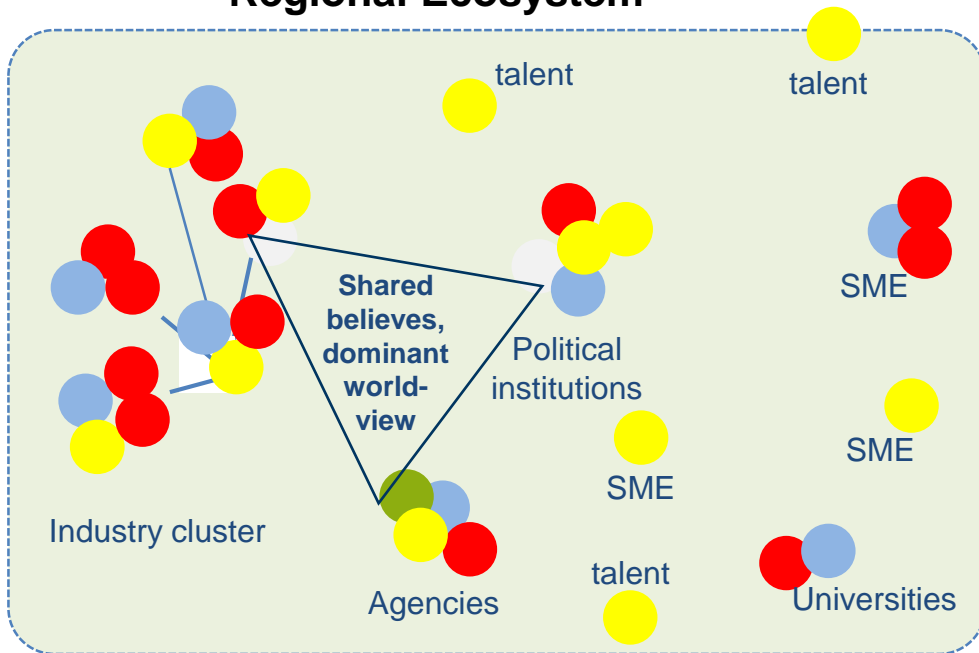
What is innovation?

- From latin *innovare* ‚renew‘
- Regional Innovation = the (economic) renewal of a region
- Guiding questions:
 - Who are stakeholder in a region?
 - Who can renew the region?
 - What resources, capabilities and resources exhibits a region?
 - What strategies can be used?
 - To be continued...

2 | Learnings: Exemplary theory

innovation resulting from the strength of weak ties and middleground projects

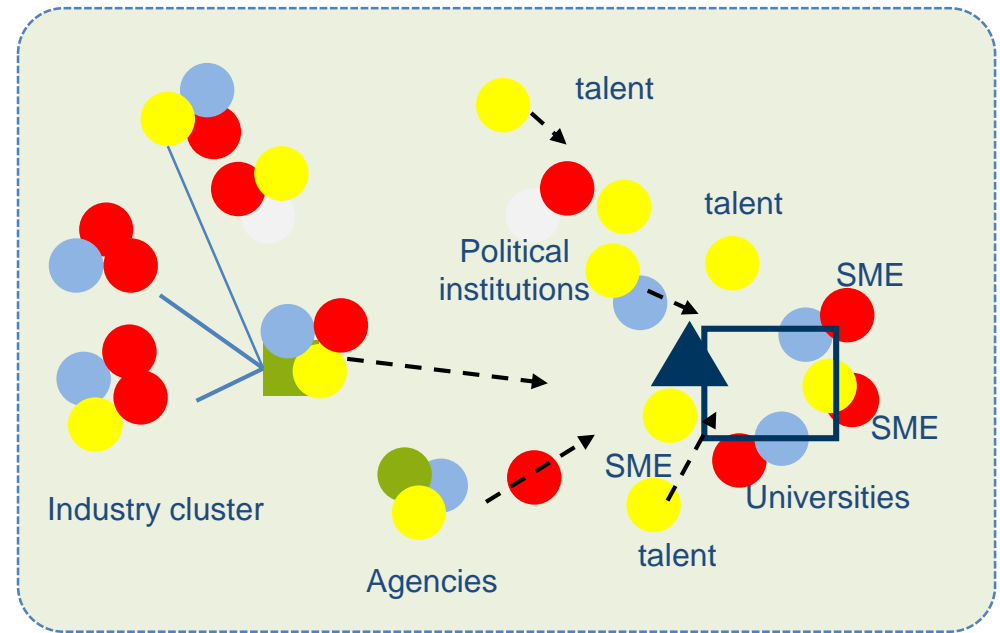
Regional Ecosystem



Meyer & Rowan, 1977
DiMaggio & Powell, 1983

Oliver, 1991
Greenwood et al., 2008
Powell & Colyvas, 2008
Weick, 1995

Regional Ecosystem under Renewal



Granovetter, 1973
Grabher, 1993
Cohendet et al., 2010, 2014

**sense-making
and enactment**

-  resources
-  bundle of resources
-  institutional entrepreneur
-  middle ground

3 | Regional Innovation Seminar

What is the seminar like?

- Agile, flexible, open, reciprocal
- Intrinsic motivation
- Knowledge and competence-oriented
- Your ideas, your knowledge, your methods and your contacts
- Develop your own project and transfer the knowledge
- How will our glorious final event be this semester?



Introduction to Moodle Course

<https://moodle.ruhr-uni-bochum.de/m/course/view.php?id=26594>

Introduction of Seminar Members

Introductory Guest Presentation

Thien Trang Do from Business Metropole Ruhr

Outlook and Administration

4 | Administration

Moodle@RUB

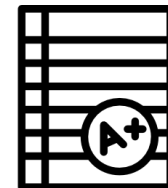
- Try to form interdisciplinary teams of three to work on your project



- For formal requirements of the coursework refer to

http://www.apf.ruhr-uni-bochum.de/mam/aup/content/lehre/wiwi/hinweise_wissenschaftliche_arbeiten_12042018.pdf

- Management students remember to register for **FlexNow!**
- Don't plagiarize!



4 | Module schedule

Date	Topic	Additional information
April, 20	Opening seminar: Concepts and Theories, agreement on individual contributions, mandate for organizing the final forum with stakeholders in regional innovation	Zoom
May, 4	Methods in Regional Studies New learning videos will be uploaded Connected with smaller tasks	Asynchronous
June 1	Obligatory submission of exposé 2 page written outline of your project (detailed instructions later)	You will receive detailed feedback on your exposé
June, 8, 2 pm	Guest lecture by tba We're working on inviting a international scientist to our seminar	Zoom
June, 26	Peer Review	Most probably asynchronous
July, 27, 2 pm – 6 pm	Final Event Pitch Poster Presentation	Partly Zoom, partly asynchronous Deadline for submission of poster/video

4 | Composition of module grade

	Specifics of grading	Deadline
Poster + presentation Presentation consists of smaller pitch and discussion of poster	Please see entry in moodle	

Active participation and attendance will be acknowledged

Register for the course in FlexNow

4 | Outlook

- Homework: Work your way through the moodle materials!
- Identify a problem/region you want to do your project on and post it here <https://moodle.ruhr-uni-bochum.de/m/mod/forum/view.php?id=1064419>
- Or join a project that has been proposed there (max. 3 students per group)

Contact

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