



Research Questions (assuming that communication constitutes clusters)

- **How do borders matter for cross-border communication and collaboration?**
 - Are territorial borders visible in the communication of cross-border clusters?
 - Are territorial borders the major limiting resistance towards cross-border clusters?
- **How can communication influence the constitution of cross-border clusters?**
 - Do cross-border clusters tend to be reconstituted into existence to bridge borders?
 - Are communication flows providing a useful perspective?

Fundamental Concepts

The thesis is built upon three concepts, which are connected by proximity and a network perspective.

Border theory

- **Perspective:** Politically induced territorial divisions
- **Levels:** Federal (distinguishable administration) and national
- **Unit of interest:** Borderlands and their adjoining border regions

Borderland

- Smaller part of the border regions, in smaller settings equal to border region
- Administrative area directly adjoining the border (multiple countries possible)
- Determination of level of interaction (Martinez) and Homogeneity (Perlema)

Communication concepts

- Schatz' general thesis of interactive reciprocity
- Luhmann's understanding of communication in a network concept
- Rasmussen's technical communication perception
- Chikowski's take on Giddens' duality of structure with dynamic extensions
- Fundamental understanding of the communication constitutes organization approach

Cluster definition

"A cluster is a spatial configuration of economic activity, which articulates a wide range of economic agents who interact in proximity. This combination of capabilities operates under a prevalent institutional frame, which is seen as promoting local competitive advantage, innovation and growth" (Alonso-Villar & Turrion 2009: 17).



Institutional structure (cooperative perspective, Figure 1)

- Borders are an observable limiting factor towards emergence.
- Homogeneity between borderlands/nations is necessary for emergence.
- Cross-border clusters are dependent on framing and/or pricing to emerge successfully.

Impact of cross-border clusters (contestable perspective)

- Higher standardization of processes increase successful emergence.
- Cross-border clusters compete with border region centers.

Methodology

General concept

- Interdisciplinary combination (multiple disciplines)
- Mixed method approach (quantitative and qualitative)

Design elements

- Comparative case study design (three to four cases)
- Qualitative interviews (15-20 persons)
- Network analysis of communication including geo information

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Structural Communication

A.J. Romiszowski



Structural Communication:

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