



Hybridization of Regional and Urban Development – Reflections on Changing Patterns of Contemporary Development

Adam Drobniak

University of Economics in Katowice (Poland)
Department of Strategic and Regional Studies

RSA Winter Conference 2018

NEW HORIZONS FOR CITIES AND REGIONS IN A CHANGING WORLD
15TH-16TH NOVEMBER 2018, HOLIDAY INN BLOOMSBURY, LONDON

Aims:

- I. Defining development hybridization concept
- II. Presenting the case studies and analysis proving the hybridization in sectoral and territorial dimensions in Central Europe

Hypothesis:

Implementation of a new concept/model/solution (C-M-S) in a particular context may take a form of imitation or hybridization.

Hybridization may lead to better effectiveness and / or efficiency in implementation of a new C-M-S and thus it is a quite common pattern of contemporary development

Structure:

- I. General notion of hybrid / hybridization
- II. Sectoral and territorial approach to hybridization
- III. Towards general concept of hybridization
- IV. Hybrid pattern of development in Central Europe
 - case studies of sectoral and territorial hybridization
- V. Conclusions

I. General notion of hybrid / hybridization

Hybrid / hybridization = linking elements (Rowe, Schelling, 1991; Wang, Yueh-yu Yeh, 2005; Golubchikov, 2014; Drobniak, 2017)

- (1) belonging to **different beings, cultures, technologies**
- (2) with **high levels of dissimilarity/difference**
- (3) to **go beyond the stereotype**, leading to breakthrough solutions with high adaptability to changing conditions

- examples: hybrid materials, hybrid application on mobiles, hybrid engines, hybrid systems in energy sector, hybrid buildings

II. Sectoral and territorial approach to hybridization

Sectoral approach

Research	Factors of hybridization	Findings
Boyer (1997) GERPISA Programme; Boyer , Charron, Jürgens, Tolliday (2004)	- new production model - local / regional context	- hybridization of productive models in a given local / regional context
Kawamura (2011)		- mix of Japanese production models with local suppliers in U.S.
STRATEGOR (1995, 2001) Porter (2006)	- global access to inputs - strategy of maximizing added value of value chains in global perspective	- non-linearity of production chains in space - from a regional to a global value chains integration - combining elements of value chains from different locations

Territorial approach

Research	Factors of hybridization	Findings
Golubchikov (et. al.) (2014)	<ul style="list-style-type: none"> - post-socialism legacy - neoliberal capitalism 	<ul style="list-style-type: none"> - hybrid development = - allocation of capital only in places providing high return on invest. - post-socialism <i>legacy</i> determines existing capital accumulation (a given infrastructure, human capital, economic activity) = <i>path-dependence, lock-in</i>
Sykora, Bouzarovsky (2012)	<ul style="list-style-type: none"> - universal political, economic changes - different social context 	<ul style="list-style-type: none"> - multipath of transition dynamics - complex environment of inputs
Leetmaa (et al.) (2009)	<ul style="list-style-type: none"> - institutional changes - social changes - territorial context 	<ul style="list-style-type: none"> - hybrid dynamics of transition: - - internal – within a city space there are parallel areas of growth and stagnation - - external – there are groups of cities/regions quickly/slowly adapting to changes
Smith, Timar (2010)	<ul style="list-style-type: none"> - neoliberal capitalism - globally-oriented business models - pressures accelerating changes (econ-techno-socio-political) 	<ul style="list-style-type: none"> - hybrid development = <i>highly uneven development:</i> - adaptation to disruptions by re-location of elements of value chains - poverty areas in places perceived previously as high growth centres - development of peripheral regions

III. Towards general concept of hybridization – hypothesis of hybridization

New Concept/ Model / Solution (a new C-M-S)

Hypothesis of unification

**Absolute domination
of new C-M-S in terms of
efficiency or/and effectiveness**

**Elements of a new C-M-S
are coherent, inseparable
(additivity)**

**Implementation a new C-M-S
without changes**

**A new S-M-S convergent
in terms of sectors / territories =
universal trajectory of development**

Homogenous – convergent system

Hypothesis of hybridization

**Context determine
efficiency or/and effectiveness
of a new C-M-S**

**Elements of a new C-M-S can be modified
under the influence of the context
(complementarity)**

**Implementation a new C-M-S
requires adaptation**

**Diverse new C-M-S
in terms of sectors / territories =
diverse trajectories of development**

Heterogeneous – divergent system

III. Towards general concept of hybridization – when hybridization occurs

<p>Efficiency / effectiveness of a new C-M-S results from:</p> <p>Level of adjustment of context (country / region / sector) to a new C-M-S</p>	<p>selective relations with context (of a country / region / sector)</p>	<p>full /high compatibility with a context (of a country / region / sector)</p>
<p>High adjustments : high compatibility of a context of receiving country / region / sector with the conditions of origin of a new C-M-S</p>	<p>Full or partial IMITATION receiving country / region / sector implements a new C-M-S (or its parts) without changes <i>(manufacturing of some products by local companies for IKEA, according the IKEA standards)</i></p>	<p>Full IMITATION receiving country / region / sector implements a new C-M-S without changes <i>(McDonald, booking.com in developed countries)</i></p>
<p>Partial adjustments: partial compatibility of a context of receiving country / region / sector with the conditions of origin of a new C-M-S</p>	<p>Spots IMITATION / Partial HYBRIDIZATION implementation of a new C-M-S without changes /or minor changes in space enclaves <i>(automotive sector FDI in selected regions of CEC)</i></p>	<p>Full or partial HYBRIDIZATION adjustment of a new C-M-S (or its parts) to a context of receiving country / region / sector <i>(InPost company - development of new model of parcels delivery – boxes for parcels on petrol stations)</i></p>
<p>Mismatching: lack of compatibility of a context of receiving country / region / sector with the conditions of origin of a new C-M-S</p>	<p>Limited IMITATION/HYBRIDIZATION possible demonstrative use of a new C-M-S in few firms / places <i>(green economy pilot solution in Poland)</i></p>	<p>IMITATION/HYBRIDIZATION Failure Incompatibility of a new C-M-S with a context of receiving country / regions / sector <i>(McDonald in Mongolia)</i></p>

Source: self elaboration on the basis of Boyer (1997) and Boyer et al. (2004)

IV. Hybrid pattern of development in Central Europe

– case studies of sectoral and territorial hybridization

Spheres of hybridization (business - public): Level of hybridization:	Business sector / sectoral	Public sector / territorial
Micro:	(1) FIRM HYBRIDIZATION	(4) CITY/local HYBRIDIZATION
Meso:	(2) FIRMS CLUSTER/GROUP HYBRIDIZATION	(5) SUB-REGION / agglomeration / functional area – HYBRIDIZATION
Macro:	(3) SECTOR HYBRIDIZATION	(6) REGIONS / countries HYBRIDIZATION

– Why Central European regions?

- specific context: post-socialism, post-industrial legacy
- territory under the significant influence of new development concepts / models / solutions (C-M-S) - both in business and public sector:
 - neoliberal capitalism, globalization, FDI inflow
 - the EU political standards (policy planning and evaluation)
 - the EU intervention policies (cohesion, agricultural)
 - new development concepts (creative industries, green economy, smart cities, etc.)

(1) FIRM HYBRIDIZATION: TECHNOLOGY PARK EURO-CENTRUM, KATOWICE, POLAND



Source: interview with Park representatives (2017)

NEW C-M-S = technology park
with green technology solutions

+

context

=

Lack of revenues generated by GE solutions

Value added generated by rent of office space

(2) FIRMS GROUP / CLUSTER HYBRIDIZATION: BPO and ABSL



BPO (business process outsourcing) in Poland (2018):

- 1236 business service centres (BPO / SSC, IT, R&D)
- 600 foreign investors nearly 280,000 workplaces
- 40% located in Warsaw, Krakow and Wroclaw
- 40% located in Tricity, Silesia Agglomeration, Lodz and Poznan
- 30% - growth of workplaces (2016-2018)

Source: interview with BPO representatives; ABSL (2018)

NEW C-M-S = modern business sector services

+

context

=

Creation of associations ABSL
(Association of Business Service Leaders
in Poland / Romania)

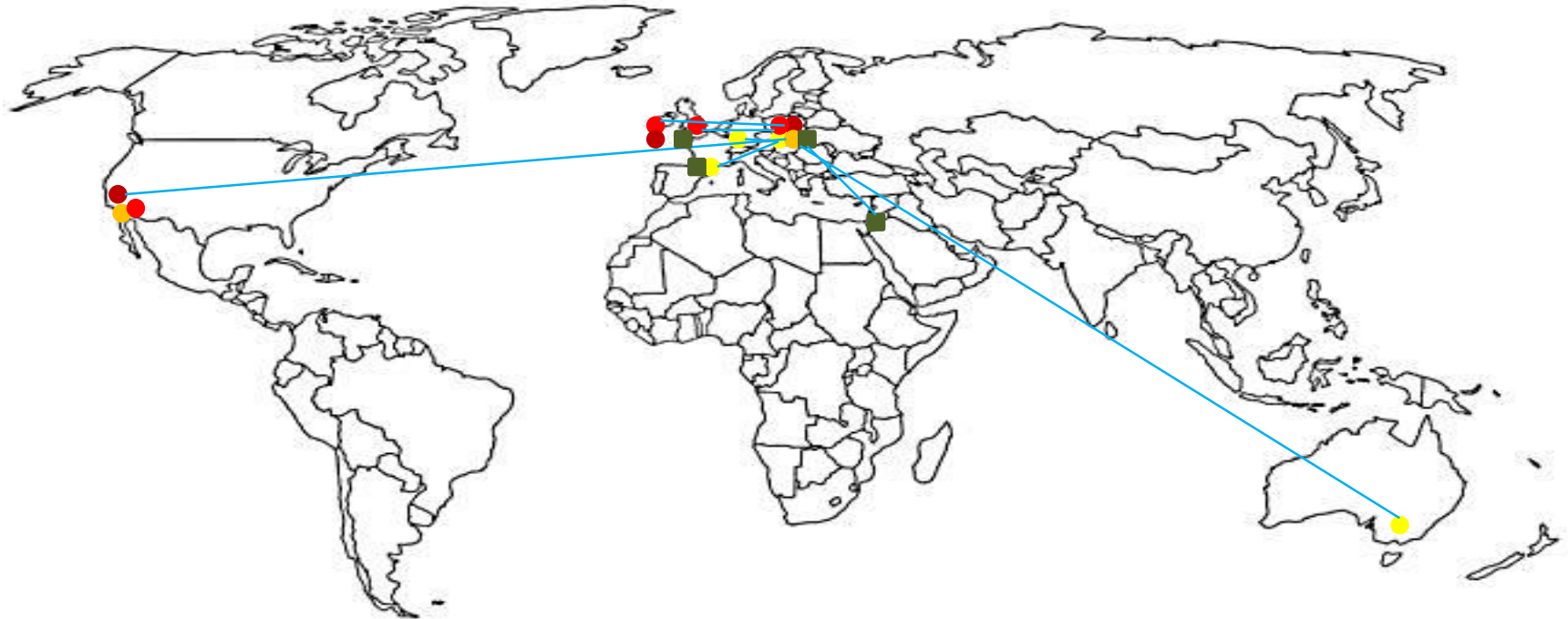
Creation of positive relations with:
- cities authorities (location incentives)
- universities (recruitment policy)

Creation of own data sources:
- number of workplaces created
- development of office space

(3) SECTOR HYBRIDIZATION: GAMING INDUSTRY – VALUE CHAIN CREATION

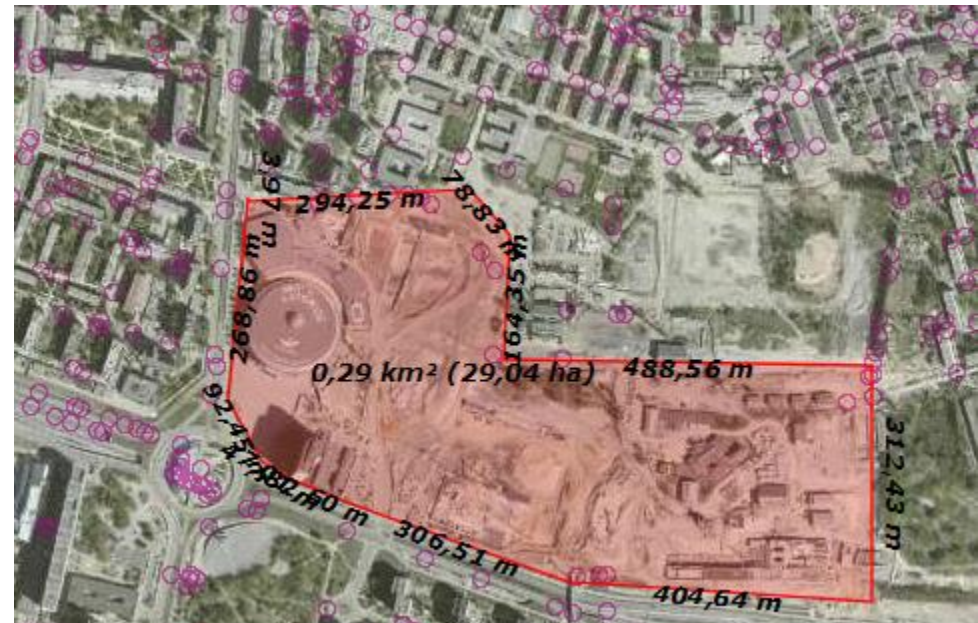
NEW C-M-S = gaming industry + **context** = **Searching for competences in global dimension**
Global value chain orientation

MANAGEMENT: Poland/Silesia		FINANCING: Poland/Mazowieckie, Izrael, US	
ACCOUNTING: Poland/Silesia		MARKETING: Silesia, UK/London	
MARKET ANALYSIS: France / Paris		RECRUITMENT: Poland/Silesia	
PLANNING	PRODUCTION	DISTRIBUTION	SALE
game jam, prototype, initial tests, game's BETA version	programming, graphics, sounds, tutorial, placing on server	contracts with AppStore, GoogleStore	sales by AppStore, GoogleStore
Poland/Silesia, Germany Australia, France	Poland/Silesia, Lower Silesia, US/San Francisco	Poland/Silesia, Ireland/Dublin, US/San Francisco, UK/London	Silesia, Ireland/Dublin, US/San Francisco



Source: interviews and questionnaire research among gaming firms (2017, n=20)

(4) CITY HYBRIDIZATION: CULTURE ZONE IN KATOWICE



NEW C-M-S = creative industry concept

+

context

=

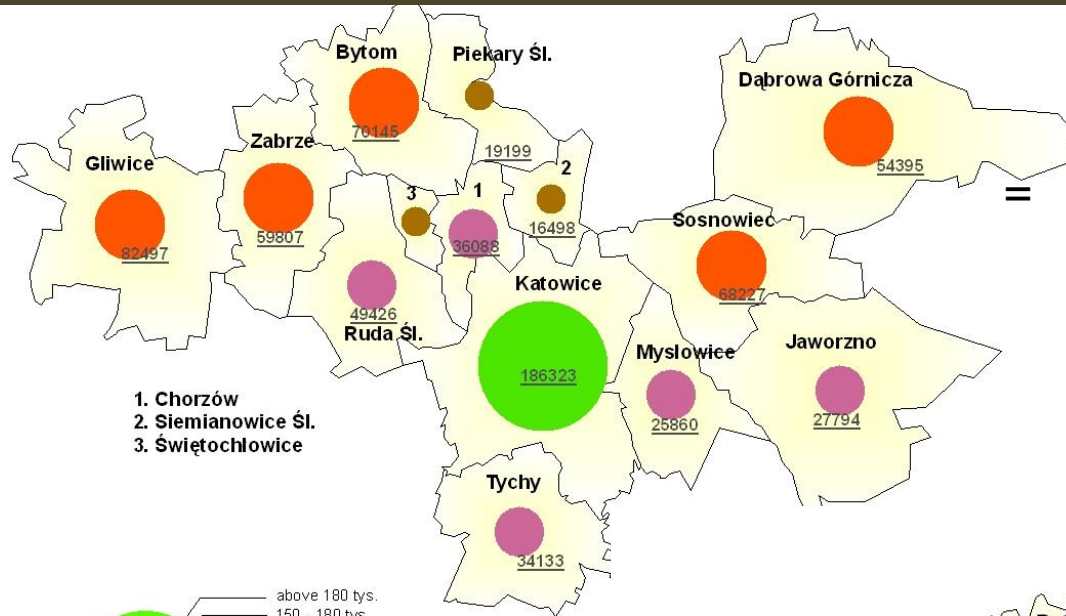
New economic structure of the city

Boost of event industry

**Growth of tourism
from 40,000 to 280,000 in 10 years**

Source: interview with local authorities (2016, 2017),
participation in CULTURE ZONE project (2010-2015)

(5) SUB-REGION / AGGLOMERATION HYBRIDIZATION: SILESIAN AGGLOMERATION

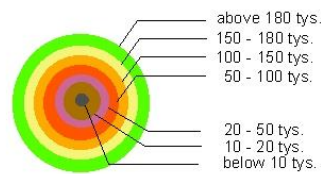
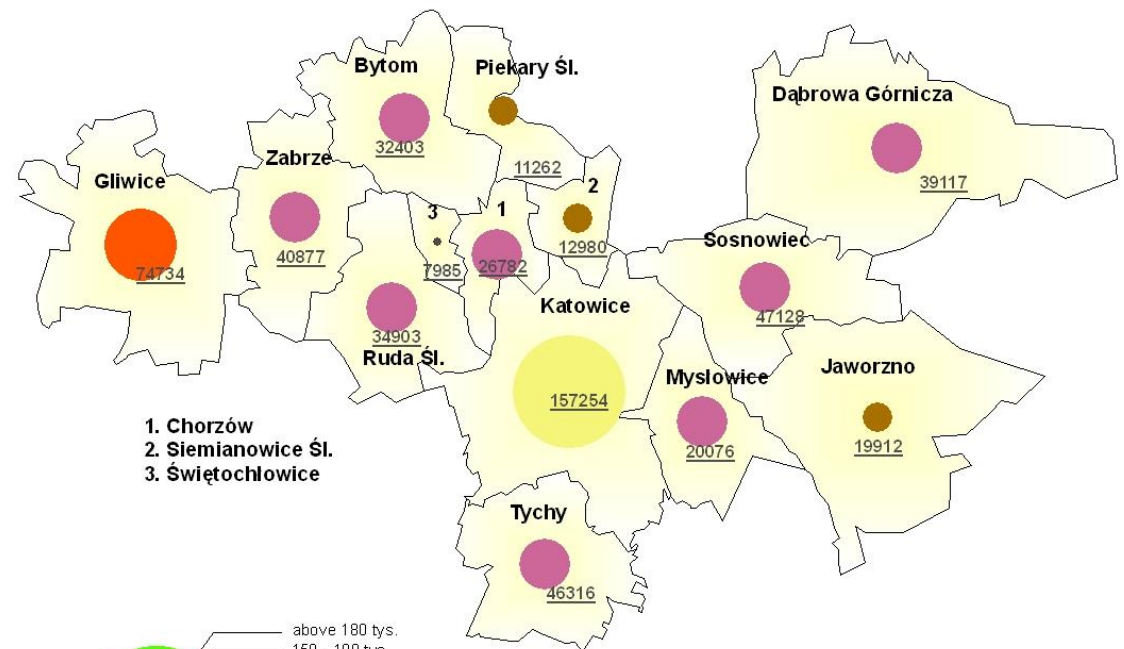
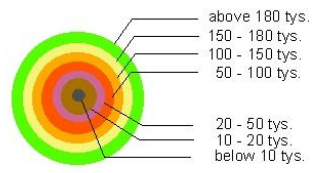


NEW C-M-S = heavy industry reforms

+ context =

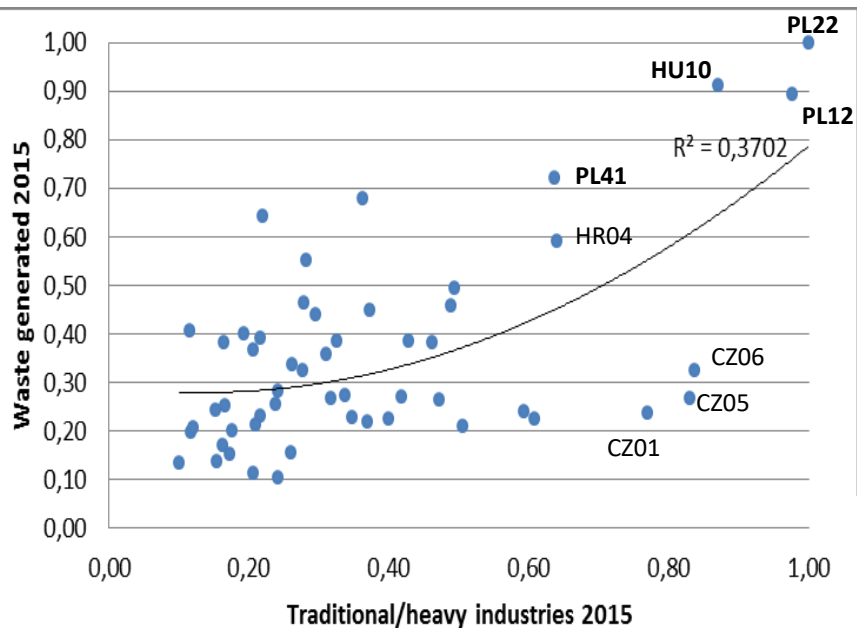
**heterogeneity of restructuring
leaders / losers of restructuring**

**coexistence of modern
and traditional industries**



Source: own calculations on the basis data of Central Statistical Office

(6) REGIONAL/COUNTRY HYBRIDIZATION - CENTRAL EUROPEAN REGIONS



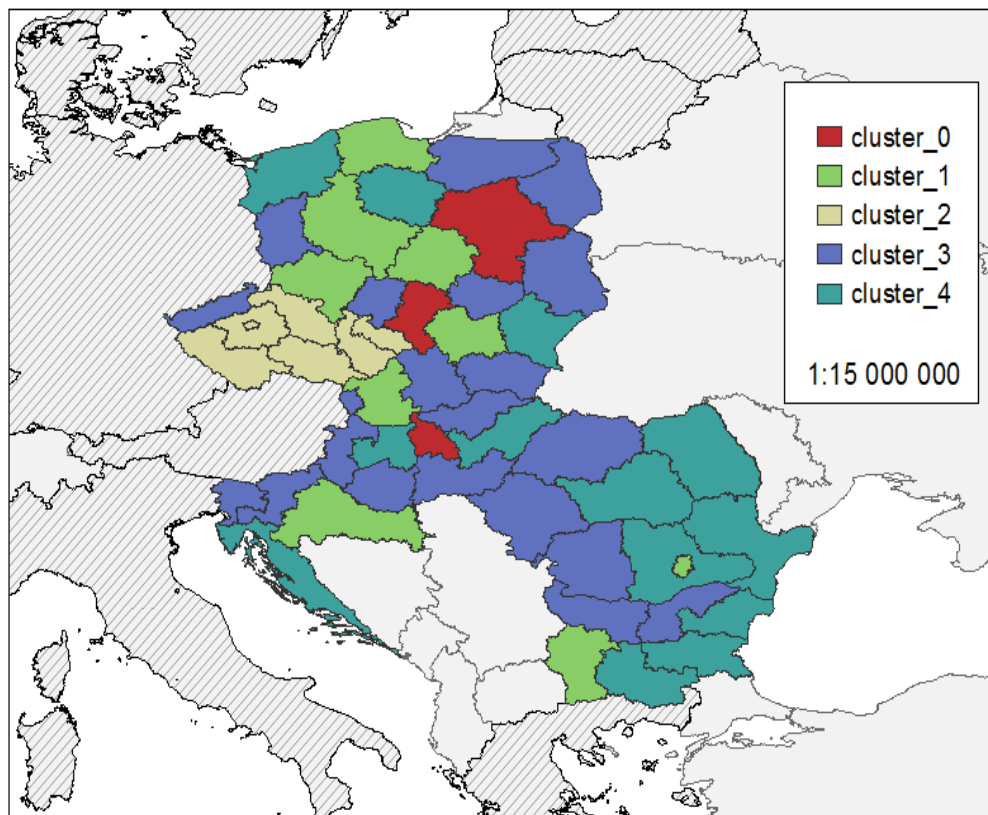
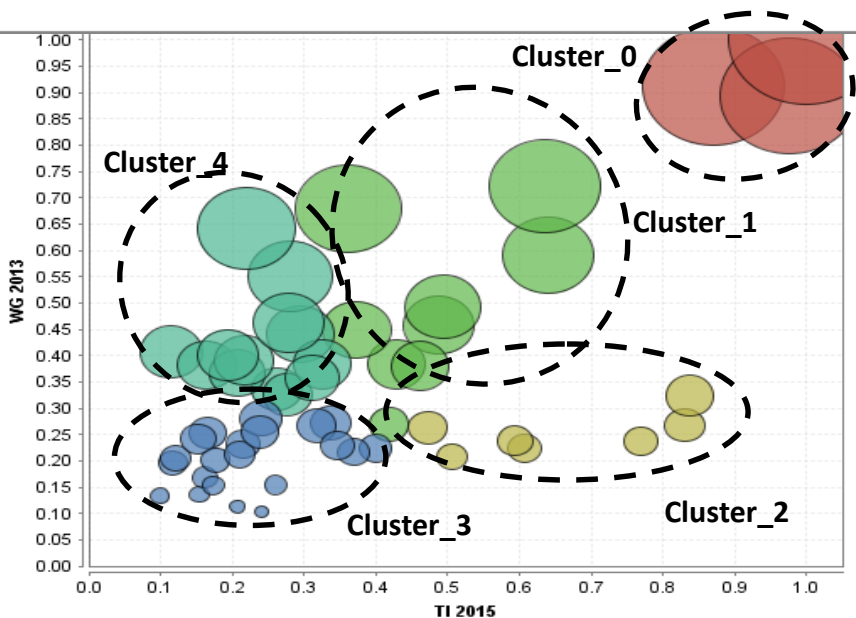
NEW C-M-S = regulation in waste recycling

+ **context** =

different level of waste generated

**different level of advancement
in environmentally less harmful technology**

Shortcuts explanations: (CZ01) Praha, (CZ05) Severovýchod, (CZ06) Jihovýchod, (HU10) Közép-Magyarország, HR04 - Kontinentalna Hrvatska, (PL12) Mazowieckie, (PL22) Slaskie, (PL41) Wielkopolskie



- **large number of a new c-m-s** in globalised world
- implementation of a new c-m-s in **diverse context** **requires rather hybridization than imitation**
- in order to ensure efficient and/or effective implementation of a new c-m-s to the context, **hybridization seems to be rather common practice** than rare exemption
- **questions** for further studies on hybridization:
 - what kind of changes / hybrids should occur within a new c-m-s to implement it in a given context with a success? (**a c-m-s side of hybridization**)
 - what kind of changes / hybrids should occur within a particular context to implement a new c-m-s with a success? (**a context side of hybridization**)
 - what context can increase the efficiency / effectiveness of implementation of a new c-m-s? (**a context side of hybridization**)

Thank you for your attention!

Basic references

- **Boyer R.**, (1997) *Evolutions des modeles productifs et hybridation. Géographie, histoire et théorie*. GERPISA Programme, CEPREMAP, Paris, No.: 9804, p. i-62.
- **Boyer R., Charron E., Jürgens U., Tolliday S.**, (2004) *Between Imitation and Innovation. The transfer and hybridization of productive models in the international automobil industry*. Oxford University Press, Oxford and New York, p. v-394.
- **Drobniak A.**, (2017) *Economic resilience and hybridization of development – A case of the Central European Regions*. Regional Statistics, Vol. 7, .No. 1, pp. 43-62.
- **Golubchikov O., Badyina A., Makhrova A.** (2014): *The Hybrid Specialities of Transition: Capitalism, Legacy and Uneven Urban Economic Restructuring*. Urban Studies 51 (4), pp. 617–633.
- **Kawamura T.**, (2011) *Hybrid Factories in the United States. The Japanese-Style Management and Production System under the Global Economy*. Oxford University Press, Oxford and New York, p. vii-299.
- **Leetmaa, K., Tammaru, T. and Anniste, K.**, (2009) *From priority-led to market-led suburbanisation in a post-communist metropolis*. *Tijdschrift voor Economische en Sociale Geografie*, 100(4), pp. 436-453.
- **Porter M., E.**, (2006) *Przewaga konkurencyjna. Osiggnanie i utrzymanie lepszych wyników (Competitive Advantage. Creating and Sustaining Superior Performance)*. ONE Press, Gliwice, p. 21-632.
- **Smith A., Timár J.**, (2010). *Uneven transformation: Space, economy and society 20 years after the collapse of state socialism*. European Urban and Regional Studies, 17(2), pp.115-125.
- **STRATEGOR**, (1995, 2001) *Zarządzanie firmą. Strategie, struktury, decyzje, tożsamość (Stratégie, structure, décision, identité. Politique générale d'entreprise)*. PWE, Warszawa, p. 14-595.
- **Sýkora, L., Bouzarovsky, S.** (2012): *Multiple transformations: Conceptualising the Post communist Urban Transition*. Urban Studies 49 (1), pp. 43–60.
- **Rowe W., Schelling V.**, (1991) *Memory and Modernity. Popular Culture in Latin America*. Verso, London and New York, p. ix-243
- **Wang, G., Yueh-yu Yeh, E.**, (2005) *Globalization and Hybridization in Cultural Production: A Tale of Two Films*. LEWI Working Papers Series, Hong Kong Baptist University, 36, pp.1-25.