

EconWorld2016@Barcelona

The Importance of Clustering for Enterprises and Determining the Suitable Sector for Clustering: An Application on Erzincan City / İşletmeler için Kümelenmenin Önemi ve Kümelenme için Uygun Sektörün Belirlenmesi: Erzincan İli Üzerine Bir Uygulama

Serkan Demirdöğen¹, Osman Demirdöğen²¹Erzincan University, Turkey²Atatürk University, Turkey

ABSTRACT

Clustering method has recently become a method that is widely used in developed countries. When we look at the economy policies of successful countries, we see that policies that will increase “competitive power” gain importance with each passing day. We can state that the clusters that are actualized within the framework of these policies are one of the most important factors behind the success of these countries. The main objective of this study is to determine the sectors with clustering potential in the TRA1 level 2 region and the city of Erzincan and to contribute to the shaping of the economic structure of the city of Erzincan by putting forth the infrastructures of the companies that are active in the sectors with high clustering potential. In this study, first the concept of clustering is defined, the relationship between clustering and social networks are mentioned, the benefits of clusters for the companies along with the basic actors in clusters are explained. In the second part of the study, the clustering policies and the development of clustering efforts in Turkey are explained in further detail. The application part of the study consists of statistical analysis work and field studies. In the statistical analysis work, the sectors with clustering potential in the TRA1 level 2 region and the city of Erzincan are determined via 3 star analysis whereas in the field study, the network structures of companies active in the city of Erzincan in these sectors were tried to be determined via social network analysis. This work is derived from the thesis of Serkan Demirdöğen

KEYWORDS Clustering; Tri-Star Analysis; Social Network Analysis; Erzincan