

## **Organization of interrelations in creative clusters in Poland as a factor of local and regional development**

The main aim is to determine the influence of creative clusters existing in Poland on the regional and local development, including especially the analysis of their internal and external relations as factors influencing the shaping of potentials, competitive advantage and degree of risk.

The object of the research are creative clusters basing on creative industries situated in Poland. The realization of the project is focused on the character of interrelations existing within the cluster. Important questions are: is the cluster generally oriented externally or towards local development, what is the range of influence of the clusters, and what is the level of cluster embeddedness in the economic structure of the region. The author is going to verify, were the outer or inner relations the decisive factor in establishment of the cluster. All the conclusions will allow for determining the cause and effect mechanism of functioning of creative clusters in Poland and a spill over effect, which is taking place when the cluster spreads its influence outwards through creating links to education, IT sector or tourism. The geographical aspect of the project is, among others, intensity of flow of knowledge/technologies between the entities in the cluster in a correlation of geographical distance between them.

In the project the following methods will be used: analysis of available data, quantitative research done with the help of CATI questionnaire, PAPI or CAPI interview, and the methods of clusters research, for example location quotient to show concentration of a given activity in communities where the entities belonging to the analyzed clusters are located, mapping as a graphic presentation of directions and number of connections within a cluster and „spider web” diagram, defining the character of a cluster in four dimensions: size, potential, power/strength and dynamics of growth.

The proposed research problem is a current and important issue. The presence of a mature, well-functioning cluster brings a number of advantages, including reduction of costs through close proximity of sources of supplies and distribution, diffusion of know-how and organizational knowledge as well as synergy effect through concentration of businesses. The benefits of clustering may become the source of competitive advantage of entities on the micro, medium and macro scale through the growth of employment and entrepreneurship. Creative clusters have become an important tool for boosting the activities of creative social circles through better diffusion of their products, supporting entrepreneurship and professional approach to culture as a factor of regional/ local development.