REGIONAL DEVELOPMENT: KNOWLEDGE ECOSYSTEM IN GORENJSKA REGION

Franc Vidic[1]
dr.franc.vidic@gmail.com

Abstract

The growing gap between major cities and more remote regions is presenting serious societal challenges. Peripheral areas tend to offer fewer jobs, with less variety and lower qualifications. As a result, skilled workers are migrating to urban centers, leading to population decline in outlying regions. This widening disparity is largely driven by the increasing importance of knowledge-based industries, which thrive in cities due to factors like economies of scale, better skill alignment, and knowledge sharing. In contrast, remote regions, especially those reliant on traditional industries, are struggling to adapt to the modern economy. Regional support systems is important factors that influence on the creation and utilization of economic opportunities.

Key words: up to 5 words. Format: TNR 12 pt., alignment in block, spacing 1,15. The key words have to be used common in the main text, as well as to be included in the abstract and if possible in the title

JEL: For example, **JEL:** A10, F60 (see https://www.aeaweb.org/jel/guide/jel.php)

This paper present discussion how to improve knowledge and skills through knowledge ecosystem in Gorenjska region in Slovenia.

A. General economics and teaching

Introduction

The main objective of the paper is to propose how reach development goal of Gorenjska region. Gorenjska is the largest statistical region, it belongs to Alpine region with a characteristically diverse mountain landscape. It is located in northwestern Slovenia, is known for its scenic Alpine landscapes and economic significance, driven by a combination of traditional industries, tourism, and emerging sectors. Geographical location with main transport links with Austria and Italy, which allows easy access to important European market. Jože Pučnik Ljubljana Airport, is key for business and tourism. Gorenjska has a developed industrial base with strong companies in various sectors, such as machinery and metal processing and electronics. Gorenjska is also one of the most important tourist destinations in Slovenia, known for destinations such as Bled, Bohinj, Kranjska Gora and Triglav National Park (RRA BSC, 2022). But there is growing gap between major cities, rural areas, and more developed regions is presenting

[1] Assoc. prof. dr., Almamater Europaea.

serious societal challenges. Peripheral areas tend to offer fewer jobs, with less variety and lower qualifications (Iammarino et al., 2017).

The development goal of Gorenjska region is to strengthen the sustainable development of industrial, research and economic capacities (RRA BSC, 2022). We know that some regions grow more and faster than others with similar structural preconditions because of the successful construction and exploitation of opportunity spaces. Institutions and firms must see the opportunity window, which mean a period of time during which some action can be taken that will achieve a desired outcome. It depends of individuals or group of individuals. The development of new industries in regions as a result of a bottom-up process is not new (Varga et al., 2020). Innovation policy is created 'bottom-up' as an outcome of 'collective entrepreneurship' through collaboration among business, government and academic actors (Etzkowitz, Klofsten, 2005).

The research was carried out based on the analysis of several relevant professional articles and reports published online. In addition, a discussion was held in a focus group, which included deans and principals of faculties and vocational schools Gorenjska region, later we expanded the discussion to mayors and businessmen from region.

The paper is structured as follows. The next section is Literature review and theoretical framework where we discuss about new regional industrial path development, next section is Gorenjska region and their strategic direction. In this chapter we preset Slovenia, Strategic directions of development for Gorenjska region. We also prepare short benchmark with neighbor region Caranthia in Austria. The final chapter is Conclusion. There we discus possibilities for economics growth and development of the region.

Literature review and theoretical framework

Regional development is made possible by characteristic but different types of knowledge from science, tradition, culture, industrial use, etc. Some of this knowledge is derived from the individual region, some is transferred to the region, and some needs to be built to provide a new knowledge base (Hilpert, 2004).

The key concepts of smart specialization are the 'entrepreneurial discovery process' and 'structural change (Varga et al., 2020). Regions sustainable competitive advantages and superior performance are determined by the procession of valuable, rare, and imperfectly imitable resources. Economic development emerges due to the intertwining of a whole range of actions, and intended and unintended results of them. Boschma and Martin (2007) mentioned two theoretical possibilities to tackle new path development namely evolutionary and institutional theory. *Evolutionary theory (1)* suggests that historically grown structural preconditions produce probabilities for certain future paths. The continuities of the past include individuals' skills and knowledge, organizational routines, network interdependencies between individuals and organizations, and institutions (Grillitsch, Rekers, 2016). Recently, proponents of evolutionary economic theory have also acknowledged that self-transformation may be the result of unrelated diversification (Boschma et al., 2007). *Institutional theory (2)* exposes that national as

well as regional institutions play an important role in shaping economic development, competitiveness and innovation. Institutions influence innovation, economic activities and thereby the development of the industrial profile of countries. Regional paths emerge due to the intertwining of a whole range of actions, and intended and unintended results of them (Grillitsch, Sourauta, 2020).

Entrepreneurs who are in good positions to understand a region's economic capabilities take the lead in discovering new domains of opportunities (Hausmann, Rodrik, 2003). Knowledge spillovers from successful initial discoveries then result in a series of imitative firm entries, leading to the concentration of resources in the new domain and a consequent structural change in the region's economy. Structural change may take different forms ranging from diversification and modernization of industries to the appearance of radically new sectors in the region (Foray et al. 2011).

Policies that target entrepreneurship development and support regional actors to learn from external knowledge sources play a key role in the process of entrepreneurial discovery. Regions with underdeveloped entrepreneurial ecosystems are hardly capable of acting in the bottom-up discovery process of smart specialization (Varga et al. 2020).

In order to carry out their activities for smart specialization, entrepreneurs need a suitable environment, supporting ecosystem. However, entrepreneurship is a complex phenomenon, which emerges in the context of system-wide interactions amongst its different components (Ács, Autio, Szerb, 2014). Entrepreneurial activity requires innovation when entrepreneurs move from initial disequilibrium towards equilibrium. According to the theory, a context with a larger knowledge base will generate more entrepreneurial opportunities (Acs et al. 2013). This relationship holds at both national and sub-national level.

Entrepreneurship is about discovering and exploiting opportunities to create value (Shane, Venkataraman, 2000). It is important for innovation and development of region. Public administration and government policies should support both entrepreneurship and innovation as such support is necessary for organizations as they design programs and develop policies for growth and sustainability (Galbraith et al., 2017). Schumpeterian innovative entrepreneurship, institutional entrepreneurship, and place-based leadership are the three fundamental and conceptually distinct types of transformative agency (Schumpeter, 1911). Innovative entrepreneurship (1) is a crucial engine of change, it is the source for path-breaking innovations triggering new industrial specializations and the transformation of places (Foray et al., 2011). Institutions (2) is generic terms can be defined as the rules of the game, have been shown to influence the innovativeness and competitiveness of countries and regions. Actions that are directed towards transforming existing or creating new institutions are relevant for the emergence of regional growth. Place-based leadership (3) captures actions that aim at transforming particular places by pooling competencies, powers and resources to benefit both to individual objectives and region (Sotarauta, 2016). Leaders are individuals, and groups of individuals.

Entrepreneurship activity relies on new and existing knowledge to facilitate economic development (Welter et al. 2019). Knowledge become an increasingly discussed area of regional development; it is important economic factor. Knowledge is a strategic, high-quality source of power. Knowledge assets – technological and human capital – have been recognized as key resource for sustaining competitive advantage in a dynamic turbulent environment (Vidic, 2022). It is a strategic, high-quality source of power. Knowledge represents a potential source of efficiency and profit (Senoo et al., 2007). Firms must collect, disseminate and create knowledge. Knowledge can be created on personal/organizational/regional level, and also externally, such as with partners, customers, partners and suppliers. This knowledge derives from a variety of resources. Knowledge is formed and exist in the mind of peoples; it is connected with innovations and entrepreneurship.

Localized knowledge development and diffusion is the core focus of the innovation systems literature (Edquist, 2006) but knowledge can also flow and anchor across space (Uyarra, Flanagan, 2022). Knowledge is unique and competitive resource. Resources that are rare and valuable can be competitive advantage. The ability to create and use knowledge is an important source (Nonaka, Takeuchi, 1995).

Knowledge come from the local environment, some from neighbourhood, also from external sources and others need to be built to provide an appropriate new knowledge base for a competitive economy with high added. Regions that work to develop knowledge networks and clusters of innovators and creators can realize growth opportunities for new ventures as well as small and medium-sized organizations which in turn can grow the regional economy. These regions, focused on incubating knowledge-based growth and development, create an ideal environment for further innovations and knowledge creation. This focus on knowledge creation within an environment may result in the development of innovative clusters and enhanced entrepreneurial ecosystems (Kraus et al., 2021).

The knowledge is extended by entrepreneurial experimentation that transforms knowledge into products and services. Developing successful innovations is essential for creating and sustaining a firm's competitive advantage (Vidic, 2022). Edquist (2006) identifies functions and activities that shape an innovation system such as setting up organizations, changing institutions, networking, or providing education and research. Innovation policy is created 'bottom-up' as an outcome of 'collective entrepreneurship' through collaboration among business, government and academic actors. Evidence suggests that the combination of regional and international knowledge networks is conducive for firm innovativeness (Tödtling, Grillitsch, 2015). Social cohesion provides an effective combination of knowledge from different areas of expertise (De Luca, Atuahene-Gima, 2007).

Local culture and leadership encourage people to engage in communication, collaboration and social interaction (Li Huang, Tsai, 2009). Social cohesion provides an effective combination of knowledge from different areas of expertise (De Luca, Atuahene-Gima, 2007). Interacting with a combination of knowledge comes to the extent of

good interpersonal relationships, based on atmosphere of honesty, trust and support in the organization.

Strategic directions of development for Gorenjska region

Gorenjska and its economy

Gorenjska is an alpine region, characterized by high mountains, Gorenjska is an alpine region with a characteristically diverse mountain landscape. Natural-geographically, 70% of Gorenjska is mountainous, only 30% lies in the valley-plain part of central Slovenia. Settlement is concentrated in the central lowland part (RRA Gorenjske BSC, 2022). It consists of 18 local communities: Bled, Bohinj, Cerklje na Gorenjska, Gorenja vas – Poljane, Gorje, Jesenice, Jezersko, Kranj, Kranjska Gora, Naklo, Preddvor, Radovljica, Šenčur, Škofja Loka, Tržič, Železniki, Žiri and Žirovnica. Among them is one city municipality – Kranj Municipality (RRA BSC, 2022).

Jobs in service activities dominate. In 2018, the share of employment in service activities was 56.7%, agriculture employed 6.1%, and industry 37.2%. A comparison of employment by activity in 2012 and 2017 shows a decline in the number of employees in construction and agriculture. The number of employees increased the most in manufacturing activities (where a total of 29.3% of employees are employed) and in trade, catering and transport (SORS, 2019).

In terms of development, it lags behind the EU average, but the situation is improving (in 2017, Gorenjska reached 76% of EU GDP, measured in SKM per capita, and in 2018, 78%). Within the cohesion region of Western Slovenia, Gorenjska has the lowest GDP, compared to neighboring Austrian regions, this indicator is even 1.5 times lower in Gorenjska. It should not be ignored that in 2018 the development position of two regions (Southeastern Slovenia with Novi Mesto and Savinjska with Celje, which are classified in the less developed Eastern Cohesion Region) was higher in terms of GDP than that of Gorenje (Eurostat, 2020). Both the geographical and business environment is very equal and comparable for the regions with which we are comparing (the exceptions are Trieste and Koper due to their seaside location), therefore Gorenjska can only look for its competitive advantages within itself and in a quick response and appropriate placement in the external, wider (global) space (RRA BSC, 2022).

Table 1. Comparison between the Slovenian and Gorenjska region economy. Added value in millions of EUR in Slovenia and Gorenjska by industry in 2012 and 2022

			2012			2022		
	SLO*[1]	V %	GOR*[2]	V %	SLO*[1]	V %	GOR*[2]	V %
Agriculture, forestry and fishing	712	1,86	59	1,74	1048	1,70	93	1,60
Manufacturing, mining and other industries	8112	21,20	844	24,87	12624	20,52	1501	25,75
..of which: Manufacturing activities	6790	17,74	787	23,19	11334	18,42	1433	24,58
Construction	1820	4,76	143	4,21	3425	5,57	278	4,77
Trade, hospitality, transport	6240	16,31	562	16,56	10208	16,59	993	17,04
Information and communication activities	1350	3,53	59	1,74	2185	3,55	112	1,92
Financial and insurance activities	1363	3,56	66	1,94	2082	3,38	97	1,66
Real estate business	2399	6,27	236	6,95	3741	6,08	367	6,30
Professional, scientific, technical and other business. activities	2986	7,80	187	5,51	5122	8,32	283	4,86
Administration and defense, social security, education, healthcare	5631	14,72	387	11,40	8569	13,93	573	9,83
Other activities	864	2,26	64	1,89	1196	1,94	99	1,70
Together	38267	100,00	3394	100,00	61534	100,00	5829	100,00

* [1]SLO-Slovenija, *[2]GOR-Gorenjska

Source: SURS, 2024

Entrepreneurial ecosystem in Gorenjska region

In order to get to know the supporting environment (ecosystem) of knowledge development as best as possible, we reviewed in the reports a set of institutions that are regulators or promoters of development in the region, connecting institutions, voluntary associations and those that form a network of educational and consulting services. m We were mainly interested in the offer of educational and consulting services, work in the field of development and research and other support services.

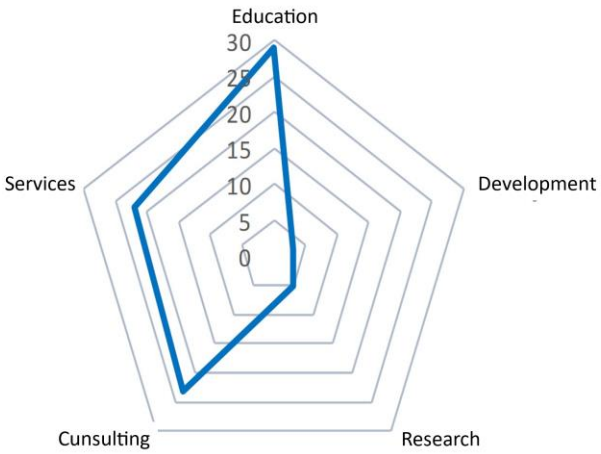
Table 2. Institutions that represent the ecosystem of a supportive knowledge environment in Gorenjska region

Institutions	Number	Services for customers
Administrative units	5	Connecting governmental policy with local municipality
Municipalities	18	Local strategy planning and implementation
Secondary schools	16	Education
High vocational school	6	Education
High schools and faculty	8	Education, research and development
Research unit	5	Research and development
Chamber of commerce	1	Representing, nonformal education, supporting, consulting
Handcraft chambers	5	Representing, nonformal education, supporting, consulting
Agricultural Forestry Chamber of Slovenia Agricultural Forestry Institute Kranj	9	Representing, nonformal education, supporting, consulting
Institute for Forests – regional units	2	Nonformal education, supporting, consulting
Triglav national park	1	Connecting citizens in national park, supporting them and education
Business development centers (Kranj, Škofja Loka, Jesenice)	3	Business support center, nonformal education, …
Local action groups	2	Connecting individuals and institutions, networking, sharing specific knowledge
Business incubators and other developmental institutions	6	Business support, mentoring, coaching
Associations[1]	386	Connecting individuals and institutions networking, sharing specific knowledge
Volunteer organizations	5	Connecting individuals and institutions, networking, sharing specific knowledge
Financial institutions (banks)	6	Financial support, financial consulting, …

Source: Adapted from: Pogačnik, Vidic, 2016

[1] For the associations that we obtained from the official records of the Ministry of the Interior, we took into account: scientific research, educational, professional and political associations (140), associations for environmental protection, cultivation and breeding of animals and plants (143) and associations for local development (103). These are equestrian, hunting, fishing, beekeeping, tourism associations, associations for the preservation of customs, associations for the protection of the environment, nature and animals, associations of farmers, associations for development, and scientific research associations, where only three are registered in 5 administrative units societies.

Gorenjska region have a strong ecosystem. Between institutions dominate educational institutions where formal education can be obtained. To this we could add folk universities (seminars, primary school for adults, ...), the Agricultural Forestry Institute, the Forestry Institute, the Chamber of Commerce and Industry, the Chamber of Commerce, the Triglav National Park and many other private institutions. Part of lifelong education also takes place in companies; they have a relatively strong consultancy in the field of agriculture and supplementary activities through the Chamber of Agriculture and Forestry. its advisory services. Counseling for entrepreneurs is provided through the Chamber of Commerce or through the Chamber of Commerce and Industry. But there is significantly worse situation in the field of research (fig. 2). Among financial institution dominate banks, there are lack of venture capital.



Source: Pogačnik, Vidic, 2016

Figure 1. Institutions of the supporting environment and their services

Strategic directions Slovenia and Gorenjska region

The development of individual economic entities depends on the business environment in which they operate. Therefore, in the article, we also analyzed the strategic orientations given for Slovenia and the Gorenjska region. For comparison, we also took the Carinthia region in neighboring Austria.

Strategic directions of development at the state level. The central goal of the Development Strategy of Slovenia 2030 is to ensure quality life for everyone (Figure 1). It can be realized through balanced economic, social and environmental development, which takes into account the limitations and capabilities of the planet and creates conditions and opportunities for current and future generations (Government of the RS, 2017). It is necessary to ensure economic stability, which is one of the most important conditions for achieving a high standard of living and quality of life. Economic growth

must be inclusive and green and must be based on high competitiveness and innovation. This would enable sustainable development, which will also be more resistant to economic shocks due to the greater balance of all three aspects of development, while at the same time enabling high involvement of the population in creation and sharing and reducing the burden on the environment. Inclusive growth assumes regional uniformity of development.

It is important to create high added value supported by innovation, basic and applied research, stimulation of creativity and the exploitation of digital potentials and all the opportunities brought by the fourth industrial revolution. Therefore, the state must place research and innovation at the center of development policies to achieve a more competitive and responsible business and research sector.

Strategic directions of development at the level of Gorenjska region. The Regional Development Program of Gorenjska 2021 – 2027 (RRA BSC, 2022) plans to strengthen regional development. It is important to focus on the promotion of knowledge, creativity and innovation, as many educational and cultural institutions, companies and other associations are concentrated in Gorenjska, which have the potential for innovation and development. We will encourage all actors to connect, transfer and use knowledge and experience for the sustainable development of the economy, agriculture, tourism and, consequently, the sustainable development of the entire region. Activities will be aimed at the use of advanced technologies, digitization, sustainable use of natural resources, cultural heritage and the circular economy, which will contribute to the creation of products and services with high added value. A chapter related to multidisciplinary lifelong education, research and development is also highlighted.

It is important to promote the entrepreneurial approach in agricultural and non-agricultural activities in rural areas. Entrepreneurship ensures the development of services and products, the development of new innovative business models, technological development and the opening of new green jobs also in rural areas. We must understand that part of the wider area. We follow Boschma (2004) in defining regions not as administrative units but territorial contexts with a bearing on the behavior and performance of local organizations, which in turn depends on the embeddedness of local actors in place-specific production and innovation networks, competence and knowledge bases, and institutional environments.

Strategic directions for the development of Carinthia (Austria). Carinthia has ambitious plans to become a kind of „Silicon Valley“ of Central Europe (Delo, 2024). In order to achieve this, it focuses on the development and promotion of high-tech sectors, innovation and digitization. The region already has some important advantages, such as a strategic location between Austria, Italy and Slovenia, a strong technological university in Klagenfurt (Alpen-Adria-Universität Klagenfurt) and numerous companies and institutions engaged in research and development. Austrian Carinthia is a leader in Europe in the field of sustainable economy. In the Green Tech Valley association, they design ecological solutions of the future. In the pursuit of sustainable and environmental goals, they have developed a first-class economic network that ensures innovative

integration of key actors connected in the so-called Green Tech Cluster association, which already includes more than 260 companies and research institutes (Delo, 2024). Together, they are looking for opportunities to protect the climate and circular economy solutions. They exchange knowledge and innovations and thus move milestones in the field of environmental technology.

Conclusion

Gorenjska has a unique position due to the intertwining of natural beauty and economic growth potential. Recent initiatives in Gorenjska highlight the commitment to promoting innovation, education and cooperation between various stakeholders, including state authorities, educational institutions and the private sector.

The strategic development plan for the Gorenjska region outlines key areas of growth and improvement. It focuses on enhancing the region's economic potential, fostering innovation, and improving infrastructure. The plan also emphasizes sustainable development, environmental protection, and improving the quality of life for residents.

Ensuring sustainable development that capitalizes on the area's unique strengths. At the regional level, the influence of institutional traditions has likely become most prominent when working on regional innovation systems. In this context, both formal and informal institutions unique to a region, along with how the region is integrated into a broader institutional framework across different levels, play a crucial role. These factors establish important foundations for innovation and create opportunities for regional development.

The notion of opportunity space extends from the existing structural preconditions to potential futures. to move into unknown terrain, to break with existing growth paths. Entrepreneurial opportunities, however, are not distributed evenly across space and time. Some regions in some periods will offer more entrepreneurial opportunities than others (Grillitsch, Sotarauta, 2020). Specialization policy is a recently introduced innovation-based regional development approach. Industrial specialization of a region is considered ‘smart’ if it grows out of the regions’ own traditions instead of the (typically non-replicable) experiences of well-known successful regions located elsewhere in the world (Varga, et al. 2020).

The general level of regional entrepreneurship may crucially determine the efficiency of smart specialization policies. Region-specific opportunity space: defines what is possible considering regional preconditions. Regional ecosystem and support systems for innovative entrepreneurship comprise a number of factors that influence the creation and utilization of economic opportunities (Grillitsch et al., 2018). New domains of opportunities require the integration of the local knowledge base with scientific or technological knowledge developed in universities, private research institutes or specialized research groups located in other regions (Varga et al., 2020). Global linkages may provide opportunities in terms of accessing complementary knowledge or compensating for a lack of knowledge available regionally.

The competitiveness of the region depends on the form of economic development where individual economic entities operate. It must follow sustainable principles: anticipate and satisfy the needs and wishes of customers, use business models that enable profit generation, preservation and strengthening of social and environmental values, and the co-creation of positive long-term effects for various groups of stakeholders in economic, social and environmental terms (Mitchell, Woolischcroft, Higham, 2010). The notion of opportunity space extends from the existing structural preconditions to potential futures. It extends from regional preconditions to potential novel combinations of regional and extra-regional knowledge, resources and institutions.

The aim is to create a dynamic ecosystem where knowledge and research can be efficiently converted into economic benefits. Knowledge is a key competitive resource, develop within collaborative networks involving various institutions (e.g., universities, public or private research laboratories), and the participants in these networks are not necessarily located in the same region. A large number of providers does not necessarily guarantee quality. We propose that the perceived gap between the extensive offerings of public and private institutions (the knowledge development support ecosystem) and the quality of their work be examined primarily from the users' perspective. This should include both their ability to connect and motivate, as well as the availability of information that fosters knowledge creation. The rapid expansion of universities and other higher education institutions around the world in recent decades has been followed by growing scrutiny of their role in knowledge production and regional development (Harrison, Tourok, 2017). Fortunately, universities have much to offer since knowledge and human capital now constitute crucial drivers of prosperity, inclusion and territorial development.

A pivotal development is the establishment of scientific research center of Gorenjska region (SCRG), whether it evolves from an existing academic base or is newly founded, which collaborates with educational, government and industry to create a supportive infrastructure for business formation and regional growth. The basic tasks of SCRG facilitate knowledge by connecting academia with industry, the center will promote the transfer of knowledge and technologies that can lead to practical applications; support startups and innovation; and enhance educational programs. Collaborations with universities will ensure that educational programs align with market needs, preparing a skilled workforce for the future.

Interpersonal communication is important, which simultaneously enables sharing and creation of new knowledge, innovation (processes, products and services) and competitiveness. comprehensive understanding of new path development. comprehensive understanding of new path development. Hassink, Isaksen and Trippl (2019) argue that (1) a multi-actor approach which due attention to the critical role played by agency at different levels; (2) a multi-scalar view that takes non-local sources and influences on new industrial paths seriously; (3) the integration of expectations and visions in analyses of new regional growth paths to acknowledge that not only the past but also the future can shape their development; and (4) broader conceptualizations of inter-path

relations and dependencies. Multidisciplinary cooperation contributes to holistic development.

Trippl, Grillitsch, and Isaksen (2017) argue that the required knowledge for new path development can potentially be accessed from extra-regional sources. Evidence suggests that the combination of regional and international knowledge networks is conducive for firm innovativeness (Tödtling and Grillitsch, 2015). The extent that firms develop global linkages depends, on the one hand, on firm characteristics (Herstad et al., 2014) and, on the other hand, on the position of the region in global production and innovation networks. Global linkages may provide opportunities in terms of accessing complementary knowledge or compensating for a lack of knowledge available regionally (Grillitsch, Staurata, 2020).

Over time, these efforts lead to a self-sustaining process, where institutions and government gradually step back as industry takes the lead, resulting in the continuous creation of new companies.

The results allow a better understanding of the development dynamics, proactive actions, knowledge creation and firm performance in a dynamic and competitive environment. Results help to improve the knowledge and the research gap. Finally, this study contributes to integrate the domains of entrepreneurial orientation and knowledge management research.

References

Acs, Z. J., Audretsch, D. B., Lehmann, E., (2013). The knowledge spillover theory of entrepreneurship. Small business economics, 41(4), 767–774.

Ács, Z. J., Autio, E., Szerb, L., (2014). National systems of entrepreneurship: Measurement issues and policy implications. Research Policy, 43, 476–494.

Boschma, R., (2004). Competitiveness of regions from an evolutionary perspective. Regional studies, 38: 1001–1014.

Boschma, R., Martin, R., (2007) Editorial: Constructing an evolutionary economic geography. Journal of economic geography, 7: 537–548.

Delo, (2024). Zeleno gospodarstvo: avstrijska Koroška prehiteva največje. Predstavitvena brošura, Delo, 15 september, 2024. Retrieved from https://www.delo.si/gospodarstvo/avstrijska-koroska/zeleno-gospodarstvo-avstrijska-koroska-prehiteva-najvecje.

De Luca, L.M., Atuahene-Gima, K., (2007). Market knowledge dimensions and cross-functional collaboration: Examining the different routes to product innovation performance. Journal of marketing, 71, 95-112.

Edquist, C., (2006). Systems of innovation: Perspectives and challenges. In J. Fagerberg, D. C. Mowery (Eds.), The Oxford handbook of innovation (181–208). Oxford university press.

Etzkowitz, H. Klofsten, M., (2005). The innovating region: toward a theory of knowledge-based regional development. R&D management 35(3): 243-255.

Eurostat, 2020. Eurostat regional yearbook. Luxembourg: Publications Office of the European Union, 2020. Retrieved from https://ec.europa.eu/eurostat/documents/3217494/11348978/KS-HA-20-001-EN-N.pdf

Foray, D., David, P., Hall, B., (2011). Smart specialization. From academic idea to political instrument. The surprising career of a concept and the difficulties involved in its implementation (MTEI Working Paper, 2011-001).

Galbraith, B., McAdam, R., Woods, J. McGowan. T., (2017). „Putting policy into practice: An exploratory study of SME innovation support in a peripheral UK region.“ Entrepreneurship & regional development 29 (7–8): 668–691.

Grillitsch, M., Aishem, B, Trippl, M., (2018). Unrelated knowledge combinations: the unexplored potential for regional industrial path development. Cambridge journal of regions, economy and society, 11(2).

Grillitsch, M., Rekers, J.V., (2016). Revisiting the role of selection for the evolution of industries. Industry and Innovation. 23: 112–129.

Grillitsch, M., Sotarauta, M, (2020). Trinity of change agency, regional development paths and opportunity spaces. Progress in human geography, 44(4): 704–723.

Harrison, J, Tourok, I., (2017). Universities, knowledge and regional development. Regional studies, 2017. 51(7), 977-981.

Hausmann, R., Rodrik, D., (2003). Economic development as self-discovery. Journal of Development Economics, *72*, 603–633.

Hassink, R., Isaksen, A., Trippl, M., (2019). Towards a comprehensive understanding of new regional industrial path development. Regional studies, 53(11), 1636–1645.

Hilpert U., (2006). Knowledge in the region: Development based on tradition, culture and change. European planning studies, 14(5).

Iammarino S., Rodrıguez-Pose A., Storper, M. (2017). Why regional development matters for Europe's economic future. Working Papers of the Directorate General for Regional and Urban Policy.

Kraus, S., McDowell, W., Ribeiro-Soriano, D.E., Rodríguez-García M., (2021). The role of innovation and knowledge for entrepreneurship and regional development, Entrepreneurship & regional development,

Li, Y. H., Huang, J.W., Tsai, M.T., (2009). Entrepreneurial orientation and firm performance: The role of knowledge creation process. Industrial marketing management, 38, 440-449.

Maciariello, J., (2009). Marketing and innovation in the Drucker management system. Journal academy of marketing science, 37, 35-43. Retrieved from https://link.springer.com/article/10.1007/s11747-008-0098-9.

MacKinnon, D., (2012). Beyond strategic coupling: Reassessing the firm–region nexus in global production networks. Journal of economic geography, *12*(1), 227–245.

McCann, P., Ortega-Argilés, R., (2015). Smart specialization, regional growth and applications to European union cohesion policy. *Regional studies*, *49*, 1291–1302.

Mitchell, R.W., Woolischcroft, B. Higham, J., (2010). Sustainable market orientation: A new approach to managing marketing strategy. Journal of macromarketing 30(2), 160-170.

Nonaka, I., Takeuchi, H., (1995). *The knowledge-creating company*. Oxford university press, 284. OECD (2016) Regions at a Glance 2016. Paris: OECD.

OPSI, odprti podatki Slovenije, (2024). Evidenca regionalnih razvojnih agencij. Retrieved from https://podatki.gov.si/dataset/evidenca-regionalnih-razvojnih-agencij

Pogačnik, M., Vidic, F., (2016). Medsebojno povezovanje institucij in razvoj znanja na podeželju. 35. mednarodna konferenca o razvoju organizacijskih znanosti 16.–18. marec 2016. Univerza v Mariboru, Fakulteta za organizacijske vede.

RRA BSC (2022). Regionalni razvojni program Gorenjske 2021–2027. Regionalna razvojna agencija Gorenjske BSC, poslovno podporni center, d.o.o., Kranj.

Shane, S., Venkataraman, S., (2000). The promise of entrepreneurship as a field of research. The academy of management review 25: 217–226.

Schumpeter, J.A., (1911). Theorie der wirtschaftlichen, Entwicklung. Leipzig: Duncker & Humbolt.

Senoo, D., Magnier-Watanabe, R. and Salmador, M. P., (2007). Workplace reformation, active ba and knowledge creation. From conceptual to a practical framework. European journal of management, 10(3), 296-315.

Sotaurata, M., (2014). Territorial knowledge leadership in policy networks. Routledge.

SPOT, (2024). Vpis v razvid višješolskih programov. Retrieved from https://spot.gov.si/sl/dejavnosti-in-poklici/dovoljenja/vpis-v-razvid-javno-veljavnih-visjesolskih-studijskih-programov/

SURS, (2024). Republic of Slovenia, statistical office. Retrieve from; https://www.stat.si/statweb

Todtling, F. Grillitsch ,M., (2015) Does combinatorial knowledge lead to a better innovation performance of firms? European Planning Studies 23: 1741–1758.

Trippl, M., Grillitsch, M., Isaksen, A., (2018). Exogenous sources of regional industrial change: Attraction and absorption of non-local knowledge for new path development. Progress in human geography, *42*(5), 687–705.

Uyarra, E., Flanagan, K., (2022). Going beyond the line of sight: Institutional entrepreneurship and system agency in regional path creation. Regional studies, 56(4), 536–547.

Varga, A., Sebestyen, T., Szabo, N., Szerb, L., (2020). Estimating the economic impacts of knowledge network and entrepreneurship development in smart specialization policy. Regional studies 54.

Vlada RS, (2017). Strategija razvoja Slovenije 2030. Ljubljana : Služba Vlade Republike Slovenije za razvoj in evropsko kohezijsko politiko, 2017. Retrieved from https://www.gov.si/assets/ministrstva/MKRR/Strategija-razvoja-Slovenije-2030/Strategija_razvoja_Slovenije_2030.pdf,

Vidic, F., (2022). Knowledge assets as competitive resource. Socio economic challenges, 6(4), 2520-6214.

Welter, F., Baker, T., Wirsching, K., (2019). Three waves and counting: the rising tide of contextualization in entrepreneurship research. Small Business Economics, 52(2), 319–330.