



Master Thesis

- Campus Performance and their Characteristics; a Data Study in the Netherlands-



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Abstract

Campuses are booming in many different countries and can have several positive effects on a region (Braam et al., 2017), and these are also shown in research on campuses in The Netherlands (BCI, 2014; BiGGaR, 2014). The Dutch government has been advised to define hotspots of national importance to the Dutch economy, in order to give them support (AWTI, 2014). Campuses can be clusters for economic activity, where spill-overs can occur. An important empirical question is whether the most spill-over effects come from specialization or diversifying regional economies (Frenken et al., 2007). The literature is ambiguous about which type of economy is best for a region. Therefore was the aim of this research to see what type of campus performs best in attracting businesses, different company sizes and employment. Also a comparison is made with the performance of non-campus (i.e. municipalities) areas to understand if their performance followed the general trend in the Dutch economy.

Using a big dataset on Dutch businesses (LISA, 2014), campus areas (500m range) and non-campus areas were defined. Also the campus areas are divided in three maturity phases (BCI, 2014) and using the Dutch Topsector demarcation (Statistics Netherlands, 2014), in order to define whether they are specialized or diversified campuses. Using straight counts for the period 2008-2014 and a Random Effects Panel Data model, a comprehensive analysis could be made. The results show that the global financial crisis has had a large positive effect on micro and small businesses growth in all areas, where earlier research did not take this economic trend in account (BCI, 2014). Campus areas did however show growth in employment, where non-campus areas did not. Also campus areas showed more growth in larger businesses than non-campus areas, meaning that campus areas did not just follow the general trend in the economy. Of all campuses, the mature campuses showed the most promising growth in different types of businesses and also a significant positive relation with employment growth. Between specialized and diversified campuses, the diversified campuses showed a significant relation with employment growth at the 10% significance level while the straight counts between the two campus typologies showed only a marginal difference in business growth. This paper contributes to the diversity-specialization debate, showing that indeed this is not an either-or question (Van Oort, 2014). The results of this study provide metrics to measure campuses contribution to innovation and growth and can help the Dutch government define the hotspots of national strategic importance and help them decide what type of campuses need better support (AWTI, 2014).

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1. Introduction

1.1 Science Parks

Innovation campuses are hot and booming in many different countries. Researchers, civil workers, civilians and entrepreneurs are connected in order to innovate and attract businesses. Different campuses have different goals where they use marketing to attract specific businesses and institutions (FD, 2016). These campuses have received special attention as a policy tool to facilitate localized economic growth by attracting high-tech firms, especially small and medium enterprises. In the period from 1991 to 2011 for example, the number of science parks in China has grown from 27 to 88 in total (Cheng et al., 2014). In the Netherlands the amount of campuses has reached 32 and the number of 'technology parks' has grown to 20 (FD, 2016). In Japan an increasing number of science parks have started to operate since the 1980's (Fukugawa, 2006) and this can be said for several other countries as well (Radosevic & Myrzakhmet, 2009; Vasquez-Urriago et al., 2006; Lindelöf & Löfsten, 2006).

So what makes these Science Parks so interesting? Braam et al (2017) describe several mechanisms how universities or Science Parks can influence a region: (1) the attraction of human capital, (2) acquisition of innovative activities, (3) attraction of business activity and (4) lastly they can have aggregated effects on the regional economics. As everyone sees the benefits of creating campuses, more and more initiatives are started to create new innovative campuses. Van Oort, believes that policy-makers should stick to the regions specific specialisation (FD, 2016). Campuses are also an important part of a regional-economic environment. They exchange, for example, knowledge and establish partnerships with parties outside of the campus, but they also establish relationships with suppliers. A campus can function as a magnet and attract people, institutes and companies, where a continuous flow of ideas are created (BCI, 2014).

Research from private research institutes like BiGGAR (2014) and BCI (2014) also show positive effects regarding economic activity. Start-ups and spin-outs for example who have emerged around the University Medical Campuses in the Netherlands contribute to the economy in terms of turnover and employment. This contribution is only relatively small in comparison to the social returns that medical research has on the economy and the returns it creates in collaborative research. The Dutch Life Science sector was marked by the Dutch government as top sector due to its current strong position and scope for growth. In the year 2011 it was estimated that this sector involved 343 companies, supported 22.732 jobs, generated 17.8 billion \in in revenue and stimulated over 2 billion \in investment in research and development (BiGGAR, 2014). Other mature or appointed as 'growth' campuses in the Netherlands seem to perform well. In a period of 2.5 years the number of companies on the campuses has grown with 14 percent, while the number of spin-offs has grown with 28 percent. Also innovation and the connection from small and medium-sized enterprises with campuses are high on the agenda of the Dutch government (BCI, 2014).

1.2 Definition of campuses

There are different definitions regarding campuses. Many international researchers (Cheng et al., 2014; Ponds et al., 2010; Vasquez-Urriago et al., 2016) use the term Science Parks (SPs). According to Cheng et al. (2014) Science Parks are property-based initiatives that provide resources and services in logistical, administrative, marketing and financial areas. Most of these factors are essential for high-

tech small medium enterprises (SMEs), yet difficult to access (Cheng et al., 2014). A distinction has to be made between Science Parks and industrial parks; the latter is focused on production and the Science Parks are more technology-oriented. The AWTI (2014) uses the name hotspot to globally indicate 'a geographic concentration of firms and one or more knowledge institutions that together with other institutions form a network focused on the production of knowledge and innovation. A regional hotspot has an own identity and is organized to stimulate innovation and continuous development of the hotspot (AWTI, 2014)'. Boekholt et al. (2009) defines a campus as 'a physical location of high-end real estate and common facilities which have the purpose to encourage the establishment, growth and acquisition of knowledge-based firms and knowledge-intensive organizations and their cooperation. With an active policy aimed on facilitating R&D, innovation, transfer of knowledge and people and capital between the organizations on the campus and attract knowledge-intensive locations'. According to the BCI (2012),

BCI (2009) acknowledges four types of business environments. (1) Science or Research Parks, where these parks are a business support and technology transfer initiative that provides an environment where large and international businesses can develop a specific and close interaction with a particular centre of knowledge creation for their mutual benefits. It also has formal and operational links with these centers of knowledge creation such as universities, higher education institutes and research organisations. (2) Technology Parks, where tenants are mostly engaged in technological development and commercial application of research with low or non-existent direct academic involvement. (3) Technopole, mixed use areas that also include science and/or technology parks. (4) Company campus, a large individual company site with R&D focus (BCI, 2009). In a later research (BCI 2012), a campus is defined when it meets the following conditions; (1) it has a physical location with high-end real estate facilities, (2) it focuses on R&D and/or knowledge-intensive activities, (3) it has a presence of a 'long term' knowledge institution and (4) a campus provides open and active innovation. BCI (2012) made also an assessment of four different types of phases a campus can be in; (1) the idea phase, (2) the start-up phase, (3) the growth phase and last (4) the mature phase.

Despite the many definitions for Science Parks or campuses, for this research the definitions of BCI (2012) will be followed in order to make a categorization of campuses. For the sake of clarity, in this study the term campus will be used to make up for the different names used in literature and policies.

1.3 Dutch policy on campuses

A research has been conducted by the 'Adviesraad voor Wetenschap, Technologie en Innovatie', AWTI (2014), on Dutch 'hotspots' and their importance for the regional and national economy, concluding that these hotspots, including campuses, can add to attractive and dynamic ecosystems which contribute to the growth and innovation strength of the Netherlands. Campuses can play a role in the development of regional clusters and they profit from strong clusters. A campus can attract knowledge-workers, institutes and companies and they promote the development and exchange of ideas (AWTI, 2016). Some of these hotspots have been created with the help of local, regional or national government, as some have the financial means to make long-term investments in the local knowledge infrastructure. They stress that governments should take the different types and life-phases of campuses into account in their policies, and that they lack in good metrics to measure their contribution to innovation and growth. This is important for the strategic value of

hotspots in the Dutch economy. Important is also that governments realize that the self-organizing character of these hotspots are crucial for their success. This means that governments should stick to a facilitating or supporting role (AWTI, 2014).

The AWTI (2014) adviced the Dutch government to identify the hotspots with national importance and support these in for example; (1) supporting the open character, in order to attract (foreign) businesses, (2) providing connections between relevant 'Topsectors' to provide chances for knowledge-intensive businesses, (3) being a 'critical friend' to nationally important hotspots to help, especially start-up and growth hotspots, in their strengths, weaknesses and growth opportunities, (4) supporting local governments in facilitating regional hotspots.

1.4 Research Question

The focus of this research is to examine, in the case of the Netherlands and their campuses as defined by the BCI (2009), what type of campuses perform best. A comparison to non-campus (i.e. their municipalities) areas is made to be able to understand if their performance follows the general trends observed in the research period in the Dutch economy. In this regard it has been also taken into account the relation with the Topsector policy. A typology has been made in order to define different phases of campus maturity and whether a campus is specialized or diversified. Further we want to assess their performance regarding business dynamics, employment and attraction of different sizes of businesses by providing metrics to measure campuses contribution to innovation and growth. Therefore the following research question is defined:

What type of campus in the Netherlands perform better in terms of attracting businesses, different company sizes and employment, and how does this compare to non-campus areas?

1.5 Relevance

This research can help policy makers assess and decide what type of campus is of interest for the Dutch economy when it comes to growth of employment and attraction of businesses. As stated by the AWTI (2016), campuses can play an important role in the development of a regional economy. This research takes all the different types and sorts of campuses into account and can therefore help point out the performance, in turn to help policy makers decide their strategy regarding facilitation and the support of campuses.

1.6 Contribution to literature

This research can add value to the specialization – diversification debate (Frenken et al, 2007; Van Oort, 2014; Boschma & Martin, 2010), as we'll be looking at specialized and diversified campuses and their performance in their surrounding regions.

2. Theory

2.1 Agglomeration economies and clusters

Campuses can cluster economic activity and when firms benefit from being located close to one another this can be defined as an agglomeration economy. Frenken et al. (2007) distinguish several sources of agglomeration economies:

(1) Localization economies; external economies available to all local firms in the same sector. Usually the productivity of labour in a sector in a city is assumed to increase its total employment in that same sector, also called Marshallian externalities. These externalities arise from three sources; labour market pooling, creation of specialized suppliers and emergence of knowledge spill-overs (Henderson, 2003);

(2) Urbanization economies; external economies available to all local firms arising from urban size and density. Populous locations are more likely to house knowledge institutions, universities, research laboratories and trade associations. It is the dense presence of these institutions that supports the production and transfer of knowledge, stimulating innovative behaviour;

(3) Jacobs externalities; external economies available to all local firms coming from a variety of sectors.

A diverse mix in an urbanized locality improves the opportunities to interact, copy, modify and recombine ideas, practices and technologies across industries. Geographical proximity between firms in different industries makes it possible to make such recombination possible, especially when firms operate under the same institution (Frenken et al., 2007).

It is important to make a distinction between different types of spill-over effects, because an important empirical question holds whether these spill-overs occur when a region is specialized in few sectors (localization economies) or diversified (Jacob's externalities) or whether it comes from urbanization economies, or perhaps from all three. According to Frenken et al. (2007) localization economies are expected to spur incremental innovation and process innovation, as the spill-overs originate from similar firms producing similar products. However by contrast, Jacob's externalities are expected to facilitate particular radical innovation as knowledge from different sectors is recombined in complete new technologies, which can in turn lead to new markets and employment, causing different impacts.

An important goal of campuses is to connect the right firms with the right people and institutions in order to accommodate innovation and growth for the campus and the region. Theory suggests that as firms belonging to the same sector locate near one another, they accrue important benefits. Using common suppliers and taking advantage of pooled human capital allows these firms to reduce their production and transaction costs, increase their productivity and become more competitive (Kemeny and Storper 2014 in Cortinovis & Van Oort, 2015). Crucial in the success of a campus is the dynamic side of localization economies, where firms belonging to the same sectors are also part of a cognitive community and hence can profit from exchanging knowledge and mutual learning opportunities. These knowledge and imitation effects that develop over time mostly affect the growth performance of firms. These dynamics will prove beneficial to the regional economy also, by fostering growth and development (Cortinovis & Van Oort, 2015). However in cities also beneficial effects are associated

when there is a larger variety of goods and consumption preferences and a proximity of firms from different sectors. A region can therefore also benefit from attracting different sectors and foster diversity within its economy (Cortinovis & Van Oort, 2015). Whether specialisation or diversification benefits an economy the most is therefore indecisive and still open for discussion. Even so there are scholars that show that these two can easily coexist (Durantan & Puga, 2000).

2.2 Specialized vs Diversified economies

Some development strategists suggest that a polycentric nature of a set of smaller and medium-sized cities in Europe, each with its own peculiar characteristics and specialization in the activities to which it is best suited, creates fruitful urban variety, leading to an optimization of economic development. Until now, however, there is little empirical support for explanations based on the concepts of related and unrelated variety and sectoral specialization (Van Oort et al., 2014). The specialization/diversity debate in urban economics is an example of potential gains of different theories and conceptual frameworks in economic geography literature. Question is if cities or regions should specialize in certain technologies to locally gain from clusters, shared labour markets and input-output relations, or whether they should diversify over various products and industries and hence have both growth opportunities from inter-industry spill-overs as well as portfolio advantages that hedge a regional economy in times of economic turmoil (Van Oort et al., 2014). In the latter case, regional diversification can be used as a risk-spreading strategy. A high variety in sectors of a regional economy implies that a negative shock in demand for a sector will only have a mild negative effect on growth and employment (Frenken et al., 2007). The expectation for specialized campus areas therefore is a negative relation with factors like employment, while for diversified campus a positive relation is expected due to resilience after an economic shock (Van Oort, 2014). Another relationship occurring with variety and economic development is on the long-term effect of an economic system. Mainly in rural areas the need for variety is high, because a low variety of sectors will cause structural unemployment and will ultimately stagnate. In this retrospect the need for new sectors in an economy is needed to absorb labour that has become unnecessary in pre-existing sectors due to productivity increases and demand saturation (Pasinetti, 1993).

Sectoral diversity and specialization have been seen as the main economic-geographic circumstance stimulating growth since papers from earlier research (Glaeser et al., 1992, Henderson et al., 1995). Since then the dichotomy of specialization-diversification has been treated as a strict division and many studies have tried to find the definitive answer: "Who is right, Marshall or Jacobs"? This is however not an "either-or" question, as findings shows that both specialization and diversity matters for regional economic performance, on different geographic levels, for different time periods, over the industry lifecycle and in different institutional settings. Answers to the "either-or" questions are at best inconclusive, with outcomes being dependent on measurement of many respects, like scale, context, period and type of performance indicators. Often many tests do not provide an actual measurement of knowledge-transfer of spill-overs, which is supposed to be one of the main mechanisms to drive agglomeration economies (Van Oort et al., 2014).

New theoretical developments in institutional and evolutionary economic geography have recently emerged, offering different views in economic explanations for regional economic development and the role of relatedness and diversification (Boschma & Martin, 2010). The now emerging evolutionary geography prompts questions whether concepts of diversification and specialization may fully

capture the complex role of variety within the economy. This has caused a revival in interest in the role of specific forms of variety. Frenken et al. (2007) state that diversification consists of related variety and unrelated variety, and argue that not simply the presence of different technological or industrial sectors will trigger positive results but that sectors require complementarities that exist in terms of shared competences. This induces a distinction between related and unrelated variety, because knowledge spill-overs will not just transfer to all industries evenly. Industries with related sectors (or related variety) are more likely to have successful knowledge transfer and thus enhancing growth and employment, where unrelated sectors are expected to reduce risk and reduce regional unemployment and promote regional economic growth (Frenken et al., 2007).

2.3 Life phases of clusters

A typology of campuses which is quite unknown to the empirical literature is different life phases of campuses. The most relevant literature on this subject is the description of life cycles on cluster areas, as campuses can act as clusters (Cortinovis & Van Oort, 2015). Cluster life cycles consist of three different stages; (1) the development stage (start-up), (2) the expansion stage (growth) and (3) the mature stage (Brenner & Schlump, 2011). In the start-up stage (1), one can detect the emergence of some places where an industry becomes concentrated. While this industry is growing, more firms will appear and start to become larger. In this stage only little interaction takes place between firms in the same region, but for example, the interaction between firms and universities can be a driving force in this stage. In this stage it's important that the presence of related industries also play a role for further growth of the cluster. Start-ups and spin-offs are of great importance in this stage, but the parent firm or organization is also of importance. In the growth stage (2) the market for the respective industry increases tremendously, and so does the number of firms and employment. Agglomeration processes, like interaction between firms, cooperation, networks and innovations (Frenken et al., 2007) become important for the development of the cluster (Brenner & Schlump, 2011). Start-ups are still important, although losing slight importance. In the mature stage of the cluster (3), the growth will have slowed down. Start-ups do not play a role anymore, while regional networking and cooperation activities are the main features of well-established clusters (Brenner & Schlump, 2011).

2.4 Size of businesses on Science Parks

There is little to no scientific research on business size and performance on campuses. But we do know what kind of effect a small or big business can have on regional economic development. Small firms for example, can have an important effect on regional development by their flexibility in changing environments. They are also often labour-intensive and therefore creating employment, and the entrance of small firms can enhance competition, which can accelerate adoption of efficient practices among existing firms (Komarek & Loveridge, 2015). In most cases smaller businesses are associated with faster rates of employment growth: this can be within a sector, but also across several sectors (Shaffer; 2006 in Komarek & Loveridge, 2015). Komarek & Loveridge (2015) however also stress that the focus should not lie only on small firms as research has shown that small businesses do not solely act as the engine for economic growth and that entrepreneurs can come from all different sizes of businesses. It is the distribution of size classes that matters for economic growth.

At the other side of the medallion, we know that big businesses like multinationals (MNE's) can also have positive effects on economic growth in regions. MNE's can bring foreign direct investment (FDI), new technologies, products and management practices with them to region, which will in turn increase local productivity, diversify local markets and increase regional income (Faria, 2016). Economies of agglomeration also show to be one of the main determinants of investments and FDI location, while multinationals can determine the optimal location for domestic entrepreneurs (Faria, 2016). With all the above being mentioned, we know that the different sizes in businesses can have different positive effects on regions. However there is no certainty of which type of business is more desirable to have on a location. What we do see in the literature is that Science Parks tend to focus on small and medium enterprises as they are often considered the engine of economic growth (Cheng et al., 2014).

2.5 How do campuses perform?

Trying to achieve the same level of success as in the Silicon Valley, many countries have started the development of campuses. These campuses are believed to be a tool to attract firms and stimulate economic growth (Phan et al., in Cheng et al., 2013). Agglomerations of firms, universities and other knowledge-intensive organizations are beneficial for the generation and utilization of knowledge (Ponds et al, 2010 in Vasquez-Urriago et al., 2016). All campuses are policy driven and have a main common objective to promote cooperation and technology transfer (Hogan, 1996 in Vasquez-Urriago et al., 2016). Recent empirical evidence suggests doubt regarding the effectiveness of campuses. The evidence shows ineffectiveness from campuses in establishing knowledge linkages with local research institutes, in stimulating regional technology development, and in increasing profits and employment (Cheng et al., 2014).

The presence of campuses in China for example show an increasing probability of attracting hightech SMEs, but this is mostly for a campus with a scale at the national level, who benefits from more favourable policies and a more active R&D environment. However, parks at the municipal level are attractive to non-tech and high-tech SME's. A reason for this might be that SME's in an early stage of development seek cheap and accessible locations. The parks on a municipal level show promise for appropriate environments for low- and medium-tech SME's to grow, because their entry barriers are flexible (Cheng et al., 2014). Evidence from Spain shows that being located near a campus has a positive effect on the likelihood for cooperation for innovation and it also positively affects intangible results of cooperation with the firm's main innovation partner. The reason for the latter result is believed to be due the higher diversity of their relationships with the main knowledge institution on campus (Vasquez & Urriago, 2006).

Science Parks are seen as entrepreneurial environments (Lindelöf & Löfsten, 2006). They are also believed to be beneficial for high-tech small and medium-sized enterprises (SME's), which are considered the new engine of economic growth (Cheng et al., 2014). New technology based firms (NTBF's) are expected to 'perform better' than the average firm. Important herein is the attitude and motivation of the founders as a key factor to raise funds and achieve high growth and profitability. In the Dutch High-Tech Systems & Materials Topsector it seems that small high-tech businesses often settle in the vicinity of a Technological University (Panne & Dolfsma, 2010).

Entrepreneurs need to be pro-active, take risks and be innovative. Especially small firms tend to be more entrepreneurial. Also the creation and diffusion of knowledge are critical drivers for high-tech

firms development. New knowledge can change products, markets, market structures, production technologies and organisational structures. Knowledge can be seen as a separate production factor or as an attribute linked to capital goods and labour (Cheng et al., 2014).

2.5 Conceptual model

In the previous paragraphs many elements from the literature have been used to create an empirical basis for research on different types of campuses. As there has not been much research on different types of campuses before, many elements from agglomeration (Frenken et al., 2007), diversifying/specializing regional economies (Van Oort et al., 2014) and cluster life cycles (Brenner & Schlump, 2011) have been used to create an empirical framework for performance on campus areas. In order to provide a schematic overview, a conceptual model has been created of all the relevant topics in this research in Figure 1. As there is no clear statement in the literature, whether specializing and diversifying campuses we expect a positive effect on the performance of campuses, because of agglomeration effects (Frenken et al., 2007). For different life phases, we expect the largest growth in businesses and employment for campuses with the growth type (Brenner & Schlump, 2011)

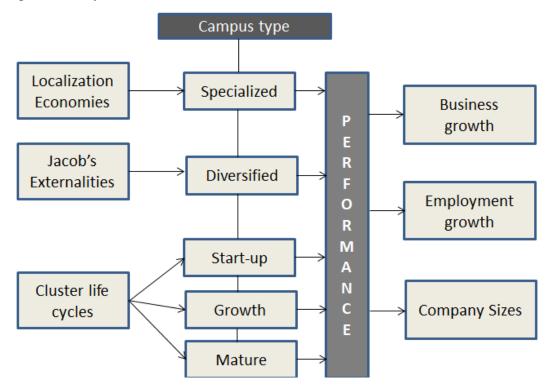


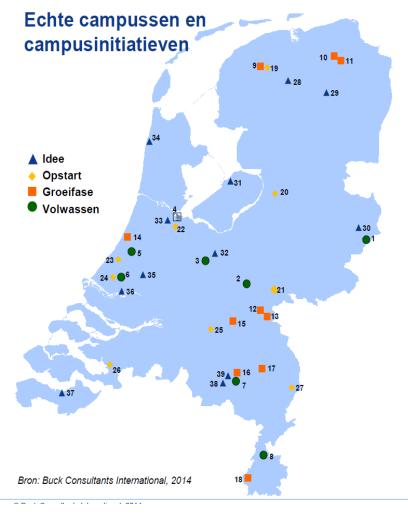
Figure 1: Conceptual model

3. Methodology

3.1 Description of Dutch campuses

According to BCI (2014) there are 39 campuses who meet their definition of different phases of a campus: idea, start-up, growth and mature. In this study only the three following campus phases were used: (1) start-up campuses are campuses that just started with the physical development of its environment and refers mostly to the first two years of the development; (2) growth campuses are campuses already in a later stage of development and shows that the number of researchers and businesses on campus is growing; (3) mature campuses are campuses who have several large research institutes and/or businesses on location. These definitions give us a fairly even distribution of the campuses, respectively seven in the start-up phase, ten in growth and eight in a maturity phase. Figure 1 shows all the relevant campuses according to the campus definition and their details for this study. The Food & Health Campus in 's Hertogenbosch was excluded because of the absence of a tangible campus location and the Services Valley Campus in Venlo ceased to exist. This leaves us with a total 25 campuses to work with in the Netherlands.

Figure 2: Echte campussen en campusinitiatieven. BCI (2014).





Volwassen

- Kennispark Twente Enschede
- Wageningen UR Campus Wageningen Utrecht Science Park - Utrecht 3
- Amsterdam Science Park Amsterdam
- Leiden Bio Science Park Leiden 5
- Science Park Technopolis Delft 6
- High Tech Campus Eindhoven Eindhoven
- 8 Chemelot - Sittard-Geleen

Groei

- 9 Wetsus/Watercampus - Leeuwarden
- 10 Healthy Ageing Campus - Groningen
- 11 Zernike Science Park - Groningen
- 12 Mercator Science Park - Niimegen 13 Novio Tech Campus - Nijmegen
- 14 Space Business Park - Noordwijk
- 15 Pivot Park - Oss
- 16 TU/e Science Park - Findhoven
- 17 High Tech Automotive Campus - Helmond 18 Maastricht Health Campus - Maastricht

Op

- Dairy Campus Leeuwarden 19 20 Polymer Science Park - Zwolle
- Energy Business Park -Arnhem 21
- 22 AMC Medical Business Park - Amsterdam
- 23 The Hague Security Delta Campus - Den Haag
- 24 Biotech Campus - Delft
- 25 Food & Health Campus - Den Bosch
- Green Chemistry Campus Bergen op Zoom Services Valley Campus Venlo 26 27

Idee

- High Tech Campus Drachten 28
- 29 Kenniscampus Sensortechnologie -Assen
- 30 Thales High Tech Campus - Hengelo
- 31 Emerging Disease Campus - Lelystad 32 Anthonie v. Leeuwenhoekterrein - Bilthoven
- 33 VU Campus - Amsterdam
- 34 35 ECN Petten – Petten Horti Science Parc – Bleiswijk
- 36 37 International Food Tech Center - Vlaardingen
- Maintenance Value Park Terneuzen Philips Healthcare Campus - Veldhoven
- 39 Brainport Industries Park - Eindhoven

3.2 Topsectors

The Dutch government aims to strengthen the knowledge-based economy to make the country more competitive and dynamic (EZ, 2009). Firstly the government wanted to achieve this goal in 2004 by a regional-oriented policy called 'Pieken in de Delta' where 6 'strong' regions were chosen in order to eliminate bottlenecks in these regions (EZ, 2004). Measures to strengthen the labour market, stimulate R&D and the fiscal system were taken to help solve these bottlenecks (EZ, 2004). These measures were then supplemented with 6 key-sectors chosen on ambition, organizing power, economic strength and knowledge & innovation; Flower & Food, High Tech Systems & Materials, Water, Creative Industry, Chemicals and Pensions & Insurances. These measures and key-sectors were created by a collaboration of local, regional and national governments, but also businesses, employee and employer organizations and universities (Innovatieplatform, 2007).

The 'Pieken in de Delta' policy was adjusted in 2011, as the Dutch government believed that these policies should not be driven by regulations and fiscal benefits, but instead, businesses should be able to get enough space to innovate, invest and to export their products. It is not the government, but it's the entrepreneurs who utilize economic chances and therefore generate economic growth and employment. The new policy means less subsidies in exchange for lower taxes, less and simpler rules, more access for corporate finance, better utilization of the knowledge infrastructure by businesses and better connection to education for the needs of businesses (EZ, 2011). The most important sectors for the Netherlands were defined and named as 'Topsectors' (TS). These sectors are chosen because they are knowledge-intensive, export-oriented and can help solve important societal issues, like the ageing population or climate change. An agenda has been made for every sector and together with local governments, businesses and knowledge institution these collaborations should be put in practice. The focus is also on strong regional clusters that can benefit the Dutch welfare by attracting foreign businesses to their region (EZ, 2011).

The current Topsectors as assessed in 2010 by the Dutch government (EZ, 2014) are:

(1) Agriculture and Food is the TS with the highest number of independent workers and also is the second biggest TS with about 73 billion of revenue.

(2) Chemicals is a TS with a high production level (8% of Dutch total), and businesses who are very innovative with relatively many employees.

(3) Creative Industry has the most businesses of all TS's, about 97 thousand, of which mostly independent workers and small businesses.

(4) The Energy TS is very capital-intensive and has relatively the least amount of companies, even so are the production (55 billion euro), the added value (27 billion euro) and the investments (4,9 billion euro) very high.

(5) The High Tech Systems & Materials TS is in terms of production, added value and export the biggest TS. Also its innovative potential characterizes this TS.

(6) The Life Science & Health TS is relatively small, with only 2000 companies in 2010, however it is responsible for about 13% of all the R&D expenditures.

(7) The Logistics TS does many investments (4,6 billion euro) and is the TS with the most employees (about 800 thousand).

(8) The Horticulture TS has a relatively very high export value of products.

(9) The Water TS has relatively many big businesses, especially in water-technology businesses. All together they spend about 360 million euro on innovations.

In the following paragraphs the process of data gathering will be further explained, but for this chapter we will focus on the grouping of companies in TS's. The dataset LISA (2016: see par. 3.4, Data) provides SBI (Standaard Bedrijfsindeling) codes which allows us to see what type of company we are dealing with. Statistics Netherlands (2014) provides in a report a demarcation for all Topsectors based on their 2 to 5 digit SBI-codes. The demarcation from Statistics Netherlands was used in order to divide all the cases in the dataset and check whether they fall under a Topsector or not. This allowed placing the businesses in the right Topsector. The businesses were then added together in order to provide the sum of companies in a Topsector related to a campus or municipality.

3.2.2 Typology: Specialization vs Diversification

As there is no earlier research regarding specialization or diversification of campuses, an assessment was made based on the available data provided by LISA (2016). Table (1) shows the percentages on a campus of the amount of businesses in a particular TS in 2014. When a specialism or TS could not easily be defined or when it did not match with the definitions given by the Statistics Netherlands (2014) it was assigned 'None', so a clear distinction could be made.

Some campuses promote themselves as specialized in a certain sector/domain, where the affiliated knowledge institutions and businesses focus on. Websites of all the campuses were screened in order to evaluate the sector/domain they wish to promote to the general public. This information was then matched with the TS definitions of Statistics Netherlands (2014). So for example, the High Tech Campus promotes the high tech auto industry, and is then assigned to the TS High Tech Systems & Materials.

Strikingly, many campuses that would have been expected to be classified as specialized were instead classified as diversified. Based on information provided by their website the Wetsus Watercampus, for example, characterizes themselves as a campus focusing on Water Technology. Therefore one would expect to cope with a specialized campus, with a large portion of water-related businesses at the campus. The values show that only 1.4% of the businesses on the Wetsus Watercampus are related to the TS Water according to the Statistics Netherlands (2014), see Table (1). As other TS's show larger percentages this campus is therefore categorized as a diversified campus in this study. Based on the above described methodology, all the campuses were now assessed and defined as specialized or diversified campus. The threshold to give a campus the specialized status has been chosen in this study when more than 20% of the businesses matched with the corresponding TS. This means that even in the case of campuses promoting themselves as a specialist, this 20% threshold in matching TS businesses can show different results. In this study, numbers of employees working in the matching TS are not taken into account, only the number of businesses. Giving the campuses a typology based on figures seems to produce more objective

outcomes than profiles provided by the campuses themselves. This way the subjective view/ marketing campaign of a campus is eliminated and thus replaced by an objective operationalization. This study defined a total of 14 diversified campuses and 11 specialized campuses.

2014		Type	% AF			% HTS	% CI	% En	% Log	% Hor	% Wa
's-Gravenhage			36,1	0,1	0,5	13,8	45,0	0,4		1,:	L 0,4
Security Delta Campus	None	Diversified	14,8	0,6	1,8	17,8	1	2,4	1	1	1
Amsterdam			13,0	0,1	0,5	12,1		0,5			
Amsterdam Science Park	None	Diversified	9,5	3,2	7,9	42,9		11,1			
Medical Business Park	LS	Specialized	11,1	0,0	31,1	17,8	33,3	2,2	2,2	0,0	
Arnhem			16,9	0,3	0,7	19,6	56,2	0,9	4,6	0,4	1 0,5
Energy Business Park	En	Diversified	12,5	0,0	3,1	27,1	53,1	3,1	1,0	0,0	
Bergen op Zoom			28,1	0,7	1,2	28,6	31,2	0,8	6,0	2,0) 1,6
Green Chemistry Campus	Ch	Diversified	6,3	9,4	0,0	21,9	3,1	3,1	56,3	0,0	0,0
Delft			23,1	0,0	0,6	32,4	39,7	1,4	2,0	0,!	5 0,3
Technopolis	None	Diversified	4,4	1,1	0,0	61,5	17,6	12,1	1,1	. 0,0) 2,2
Biotech Campus	AF	Specialized	22,9	0,0	2,9	30,0	44,3	0,0	0,0	0,0	0,0
Eindhoven			15,4	0,2	0,7	29,4	47,2	1,0	5,5	0,3	3 0,3
High Tech Campus	HTS	Specialized	4,5	1,5	9,1	50,0	18,2	13,6	3,0	0,0	0,0
TU/E	HTS	Specialized	3,2	0,0	0,0	64,5	0,0	25,8	6,5	0,0	0,0
Enschede			23,3	0,7	1,1	31,0	35,7	1,6	4,9	1,2	2 0,5
Kennispark Twente	None	Diversified	18,1	0,0	2,9	35,2	34,3	4,8	4,8	0,0	0,0
Geleen/Stein			26,2	2,2	1,6	27,9	30,7	1,2	8,5	1,0	0,7
Chemelot	Ch	Specialized	14,3	20,0	4,3	20,0	12,9	12,9	12,9	1,4	1,4
Groningen			16,4	0,2	1,1	22,8	53,8	0,7	4,2	0,2	2 0,6
Zernike Campus	None	Diversified	20,8	0,0	0,0	29,2	41,7	2,1	4,2	2,:	L 0,0
Healthy Ageing Campus	LS	Diversified	32,2	0,0	3,3	18,6	42,7	1,0	1,9	0,0	0,2
Helmond			26,1	0,7	0,8	30,3	32,2	1,4	7,2	0,9	9 0,3
Automotive Campus	HTS	Specialized	20,0	0,0	0,0	20,0	60,0	0,0	0,0	0,0	0,0
Leeuwarden			18,7	0,1	1,0	22,4	47,1	0,9	5,9	0,3	3 3,6
Dairy Campus	AF	Diversified	8,3	0,0	0,0	25,0	58,3	0,0	0,0	8,3	3 0,0
Wetsus Watercampus	Wa	Diversified	24,5	0,5	1,0	20,7	44,2	4,3	2,9	0,5	5 1,4
Leiden			35,1	0,3	2,0	22,5	34,6	0,9	2,1	0,0	5 1,9
Bio Science Park	LS	Specialized	10,8	0,0	50,8	27,7	6,2	4,6	0,0	0,0	0,0
Maastricht			25,5	0,8	1,1	18,9	46,9	0,7	4,7	0,0	5 0,8
Health Campus	LS	Specialized	6,5	3,2	29,0	22,6	29,0	0,0	8,1	. 1,6	6 0,0
Nijmegen			19,7	0,1	1,7	18,9	51,4	0,7	6,2	1,0	0,5
Mercator Science Park	None	Diversified	12,7	1,3	11,4	25,3	40,5	7,6	1,3	0,0	0,0
Novio Tech	LS	Diversified	10,0	0,0	0,0	40,0	45,0	0,0	0,0	5,0	0,0
Oss			31,2	0,8	1,4	27,3	26,7	0,5	9,4	. 1,4	1,3
Pivot Park	LS	Diversified	19,6	4,3	13,0	26,1	23,9	4,3	8,7	0,0	0,0
Utrecht			13,5	0,1	0,5	18,5	61,7	0,5	4,6	0,3	3 0,3
Science Park Utrecht	None	Diversified	25,3	0,0	16,1	25,3	26,4	6,9	0,0	0,0	0,0
Wageningen			24,4	0,3	1,4	29,9	37,1	2,7	2,2	1,0) 1,1
Wageningen Campus	AF	Specialized	45,5	0,0	0,0	40,9	0,0	13,6	0,0	0,0	0,0
Noordwijk/Katwijk			30,7	0,2	0,6	11,6	15,9	0,2	6,4	32,9	9 1,5
Space Business Park	HTS	Specialized	14,9	1,5	0,0	37,3	13,4	6,0	3,0	22,4	1,5
Zwolle			20,2	0,3	0,7	23,3	47,2	0,4	6,4	0,0	5 0,8
Polymer Science Park	HTS	Specialized	7,9	1,3	1,3	27,6	57,9	1,3	2,6	0,0	0,0

Table 1: Typology of Specialized and Diversified Campuses

*TS: (Affiliated) Topsector, AF: Agriculture & Food, Ch: Chemics, LS: Life Sciences, HTS: High Tech Systems and Materials, CI: Creative Industry. En: Energy, Log: Logistics, Hor: Horticulture, Wa : Water

3.3 Businesses

In order to answer the research question about assessing the performance of the campuses, we need to know which companies are located at or in the vicinity of the campuses. Sizes, locations and borders of campuses tend to differ. Therefore a goal was also to capture companies who might not choose to settle directly on campus, but in the vicinity of a campus. Geographic Information Systems (GIS) was used using the campus' postal codes in order to create a buffer zone around the campuses and by capturing all the 6-digits postal codes in the relevant areas to identify businesses. For the above mentioned reasons we used two operational limits of a campus on the bases of buffer zones. These buffer zones included a 500 meter and a one kilometer buffer zone and therefore every postal area was captured that is included in the areas. However, a side effect of this approach is obviously that of all the companies captured in these zones, not all might have a direct relationship with the campuses. Yet, it is still meaningful to see whether the campuses act as regional growth zones for companies and employment (Komarek & Loveridge, 2015).

In the cases of a city with two campuses, both the 500 meter and the one kilometer buffer zones of each campus did not show overlap, thus no businesses were accounted for twice in the analysis. Figure 2 shows as example the result in GIS of a city (Groningen) with two campuses and their buffer zones, the same was done for every other city containing one or more campuses. All 6-digits postal codes in the buffer zones are extracted.

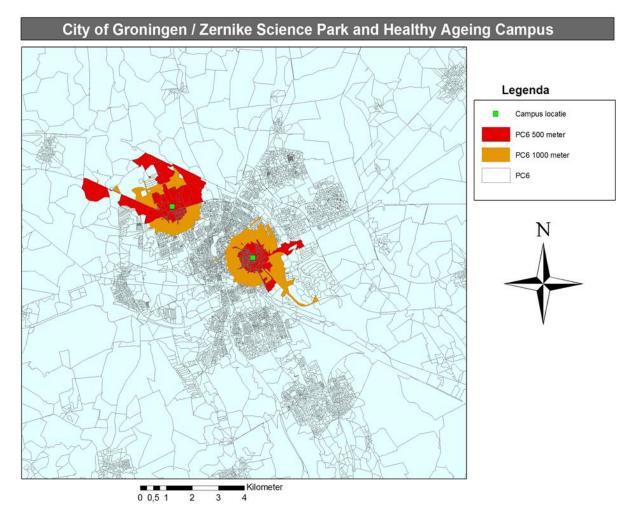


Figure 1: Map of Groningen

3.4 Data

The LISA database was used to obtain information on companies. LISA is a database with data on all the organizations in the Netherlands where paid work is done. The core of this data has a spatial and a social-economic component, like employment and the type of economic activity, which is very relevant for this research. This database also includes governmental, education and healthcare offices, which is important information for the study on campuses (LISA, 2016). Data was requested on all the municipalities which contain one or more campuses. The Dairy Campus in Goutum for example, falls under the municipality of Leeuwarden, this meaning that all villages and cities under one municipality are combined. The ranges for the campuses Chemelot and Space Business Park show that these fall in more than one municipality. For Chemelot campus this includes the municipalities Geleen and Stein and for the Space Business Park, Noordwijk and Katwijk. For these two cases the data on these municipalities were combined in the analysis in order to make a good comparison.

The data were provided in a SPSS (statistical program) data file, containing the social economic and spatial data on all fifteen municipalities for the period 2008-2014. For this period, there are a total of 2,149,850 cases (businesses) with the following variables provided; 6-digit postal code, place, x-y coordinates, workplaces (WP) total, WP men, WP woman, WP full and part time, Year and SBI codes 1-5 digits. The last mentioned variable contains detailed information on the industrial classification of the company.

The statistical program R was used to write a code to create a dummy for all the 6-digits postal codes in the 500 meter and one kilometer buffer zones, whether they fall in a campus (1) or not (0). Another dummy was created for cities containing two campuses, so a distinction could be made between the two campuses. This was in turn implemented in SPPS so a clear distinction could be made between all the campuses and municipalities.

In order to make the most out of the available data, new variables were created. The new variables include the sum of different sizes in companies (see below) and the sum of companies in a particular TS.

3.4.1 Business size

Company size is defined in this dataset by the number of employees per company. According to BDO (2016) companies can be classified as micro (<10 employees), small (11-50 employees), medium (51-250 employees) and big (>250 employees). SPSS was used to create new variables for micro, small, medium and big companies as described above. When for some area's the sum of the micro, small, medium and big company variable did not perfectly match the company total variable, because the dataset had a small number of companies who did not have any employees, they were excluded from the analysis.

3.5 Modelling

In order to create the following models, aggregated data were used in the attempt to make a prediction of increase or decrease in workplaces for the created variables in statistical program Stata. As we are using the entities campuses and non-campus areas with measurements over time, we are dealing with panel data. A Random Effects Panel Data model (Hoechle, 2007) enables us to make a

good distinction between the three different entities, as it will automatically use the non-campus dummy as reference for specialized and diversified campuses and the growth campus dummy as reference category for mature and startup campuses. This model will be using a random effects model instead of a standard pooled OLS regression, as fixed effects or a random effects model will allow us to control for variables which cannot easily be accounted for in this dataset. There could be many external factors why an area could show variation in company dynamics or employment. This way, individual heterogeneity is accounted for (Hoechle, 2007). There are several downsides for this particular dataset in using fixed effects. A fixed effect model does not allow variables to be included in the regression when this variable is constant over time. This means that all the dummy variables would automatically be omitted in the regression, which is quite crucial in answering the research question.

Based on the available data and variables, several formulas were created to estimate the parameters. First a decomposition on campus and non-campus areas are shown (Model 1). The same has been done for the different typologies on campuses (Models 2 and 3) described above in order to test for differences amongst the campuses.

Model (1)

$$workplace_{it} = \beta_0 + D.Campus_i\beta_1 + Cases_i\beta_2 + Size.Micro_i\beta_3 + Size.Small_i\beta_4 + Size.Medium_i\beta_5 + Size.Big_i\beta_6 + Woman_i\beta_7 + Year_t + \varepsilon_{it}$$

Model (2)

$$\begin{split} workplaces_{it} &= \beta_0 + D.StartupCampus_i\beta_1 + D.GrowthCampus_i\beta_2 + D.MatureCampus_i\beta_3 \\ &+ Cases_i\beta_4 + Size.Micro_i\beta_5 + Size.Small_i\beta_6 + Size.Medium_i\beta_7 + Size.Big_i\beta_8 \\ &+ Woman_i\beta_9 + Year_t + \varepsilon_{it} \end{split}$$

Model (3)

$$workplaces_{it} = \beta_0 + diverse_i\beta_1 + specialised_i\beta_2 + Cases_i\beta_3 + Size.Micro_i\beta_4 + Size.Small_i\beta_5 + Size.Medium_i\beta_6 + Size.Big_i\beta_7 + Woman_i\beta_8 + Year_t + \varepsilon_{it}$$

The variable $workplace_{it}$ is used as the dependent variable for this model as employment is a good indicator to measure regional economic growth (Schubert & Kroll, 2014). The variables $D.Campus_i\beta_1, D.StartupCampus_i\beta_1, D.GrowthCampus_i\beta_2, D.MatureCampus_i\beta_3, diverse_i\beta_1 and specialised_i\beta_2$ are dummies, and the reference dummy is automatically based on non-campus areas. The variable $Woman_i\beta_7$ is added to assess the difference in relation between men and woman and their effect on employment.

As we look not only at a decomposition of campuses, but also at growth rates and the differences among campuses, the next models (Models 4, 5 and 6) are used to estimate the parameters for those variables:

Model (4)

$$\begin{split} Workplace.\,Growth_{it} &= \beta_0 + D.\,Campus_i\beta_1 + Business.\,Growth_i\beta_2 + Woman.\,Growth_i\beta_3 \\ &+ Micro.\,Growth_i\beta_4 + Small.\,Growth_i\beta_5 + Medium_Growth_i\beta_6 \\ &+ Big_Growth_i\beta_7 + Year_t + \varepsilon_{it} \end{split}$$

Model (5)

$$\begin{split} Workplace.\,Growth_{it} &= \beta_0 + D.\,StartupCampus_i\beta_1 + D.\,GrowthCampus_i\beta_2 + D.\,MatureCampus_i\beta_3 \\ &+ Woman.\,Growth_i\beta_4 + Micro.\,Growth_i\beta_5 + Small.\,Growth_i\beta_6 \\ &+ Medium_Growth_i\beta_7 + Big_Growth_i\beta_8 + Year_t + \varepsilon_{it} \end{split}$$
 \end{split} Model (6)

Workplace.Growth_{it}

 $= \beta_{0} + diverse_{i}\beta_{1} + specialised_{i}\beta_{2} + Business. Growth_{i}\beta_{3}$ + Woman. Growth_{i}\beta_{4} + Micro. Growth_{i}\beta_{5} + Small. Growth_{i}\beta_{6} + Medium_Growth_{i}\beta_{7} + Big_Growth_{i}\beta_{8} + Year_{t} + \varepsilon_{it}

4 Results

4.1 Businesses and Workplaces

In this section we will show mainly results about the companies and workplaces in all campus locations and non-campus (i.e. their municipalities) areas. Table 2 provides an overview of all the collected data for the 500m range described in the methodology. In this table the description of the municipality is shown first, followed by the campus or campuses present in that same municipality. Only the last observation of 2014 and the index growth rate using 2008 as basis are shown. When we look at some individual campuses we see for example that especially the Amsterdam Science Park, Dairy Campus Leeuwarden and Wageningen Campus seem to perform exceptionally well regarding relative businesses and employment growth. Those campuses show a large contrast to campuses like the Automotive Campus in Helmond and the Medical Business Park in Amsterdam. When we look instead at the overall performance we see that 17 of the 25 campuses show a positive growth and better performance over the years than their municipalities, while most of the municipalities show a decline in the amount of workplaces.

Table 2: Absolute values and index growth rates on companies and workplaces

Location	Companies		Workplaces	
	2014	2008 = 100	2014	2008 = 100
	abs	growth	abs	growth
's-Gravenhage	38606	116	236247	92
The Hague Security Delta Campus	499	151	16725	124
Amsterdam	119856	162	549810	110
Amsterdam Science Park	198	141	3424	
Amsterdam Medical Business Park	193	95	12036	
Arnhem	13137	134	98664	101
Energy Business Park Arnhem	243	127	3415	110
Bergen op Zoom	4569	122	26656	95
Green Chemistry Campus Bergen op Zoom	89	110	3881	93
Delft	5336	107	40267	92
Technopolis Delft	218	97	7565	
Biotech Campus Delft	245	123	1939	
Eindhoven	18843	133	134933	
High Tech Eindhoven	217	123	6331	100
TU/E	77	164	6150	
Enschede	9657	118	78244	101
Kennispark Twente	323	120	1836	96
Geleen/Stein	8679	125	56583	95
Chemelot Geleen	172	162	2725	155
Groningen	14463	126	100825	99
Zernike Campus Groningen	151	137	5824	137
Healthy Ageing Campus Groningen	1078	115	23749	104
Helmond	6627	114	42332	99
Helmond Automotive Campus	35	95	86	84
Leeuwarden	7659	134	56916	98
Dairy Campus Leeuwarden	37	206	80	235
Wetsus/Watercampus Leeuwarden	740	116	11313	85
Leiden	4748	111	52162	105
Leiden Bio Science Park	133	106	9375	100
Maastricht	9467	128	62622	93
Maastricht Health Campus	212	117	9042	109
Nijmegen	12628	134	75032	95
Nijmegen Campus	361	127	18468	104
Novio Tech Nijmegen	115	125	3756	122
Oss	5775	122	34533	96
Pivot Park Oss	215	119	4933	70
Utrecht	32601	152	215945	106
Science Park Utrecht	191	148	18651	105
Wageningen	2541	129	16486	-
Wageningen Campus	46	148	2275	207
Noordwijk/Katwijk	3161	119	26127	91
Space Business Park Noordwijk	222	148	5017	117
Zwolle	7705	134	85582	104
Polymer Science Park Zwolle	309	192	3870	134
Mean	7554	130	49373	113

The first obvious observation we make is the relatively large growth of the number of companies in the 2008-2014 period for almost all locations. All municipalities show a growth in the total amount of companies. For the campuses only the Amsterdam Medical Business Park, Technopolis Delft and Helmond Automotive Campus show a relative decline in companies. With regard to the number of workplaces however, we see a far more moderate growth and even many locations in decline. Table 3 shows the absolute growth rates for businesses (N) and Workplaces (WP) for the period 2008-2014 for both non-campuses and campuses combined (**Total**), and non-campuses and campuses separated (**Non-Campus, Campus**).

	Total	Non-Campus	Campus		
N Growth	37,93	38,20	25,28		
WP Growth	1,58	0,01	5,23		

Table 3: Campus and Non-Campus business (N) and workplace (WP) growth

The **Total** shows a large growth in businesses of almost 38%. Municipalities performed better than campuses. This is an interesting value because, due to the global financial crisis occurred in 2007 maybe such a strong businesses growth would not have been expected to occur in this period. However the data show also only a moderate growth in workplaces of 1.6%. This suggests that the growth in businesses is mostly a growth in micro and small companies. In this case campuses performed better than municipalities.

Tables 2 and 3 above have shown how the campuses have performed in general over the years regarding employment and business dynamics compared to their hosting municipality. Below we focus on the question if there is a distinction in performance between the different groups of campuses regarding company dynamics and employment.

4.1.1 Mature, Growth & Start-up campuses

Following the classification used by the BCI (2014) described in the methodology, all the campuses were divided in their respective life stage. The values shown in Table 4 consist of the absolute growth % of businesses (%N) and workplaces (%WP) per campus life phase. These values are preceded by the standard deviations from absolute growth values of both the workplaces (SD WP) and businesses (SD N) and the means for both businesses and workplaces.

	Mean N	Mean WP	SD N	SD WP	%N	%WP
Start-up	231	5992	65	1509	36,4	4,8
Growth	321	8834	40	1189	20,6	2
Mature	187	6523	37	820	41,5	11,7

Table 4: Mean, Standard Deviation and Growth rates % of Start-up, Growth and Mature Campuses

In the previous section we could note differences in performance between campuses and municipalities. The means in Table 4 show that the growth campuses are the largest growers in both businesses and workplaces. Mature campuses however have the smallest amount of businesses on campus, but show more workplaces than start-up campuses, suggesting the presence of larger businesses. The standard deviations show that the start-up campuses have the largest outliers for

both businesses and workplaces, indicating large differences in performance between the overall campuses. Mature campuses on the other hand do seem to be more consistent in both employment and business growth values. The start-up campuses show a stronger average % growth rate for both businesses and workplaces compared to growth campuses. The mature campuses seem to excel with 41.5% growth in businesses and almost 12% in workplaces.

4.1.2 Specialized vs Diversified

In this section we address the question whether specialized campuses perform differently than diversified campuses regarding company dynamics and employment. Table 5 shows that the specialized campus has the highest values in both businesses and workplaces. The standard deviation shows that regarding businesses the dynamics are quite similar for both types, but diversified campuses have larger outliers in growth values. Specialized campuses have a stronger absolute growth % of businesses with 31.1% compared to the 23% of diversified campuses. However, the workplace growth showed an opposite trend as diversified campuses attracted more employment in the period 2008-2014.

	Mean N	Mean WP	SD N	SD WP	%N	%WP
Diversified	169	5350	47	1404	23,0	5,5
Specialized	318	8830	42	885	31,1	4,6

Table 5: Mean, Standard Deviation and G	Growth rates % of Diversified and Specialized campuses

4.2 Company Size

We also focused on the sizes of the companies located on the municipalities and campuses, to see if they differ from one another. As mentioned earlier, we consider four different types of companies; micro (<10 employees), small (10-50), medium (50-250) and big (>250) (BDO, 2016). The literature is not consistent about what size of business is most desirable to measure for evaluating campuses performance (Faria, 2016; Komarek & Loveridge 2015). However it is interesting to understand the dynamics in business sizes on campuses, and to observe if a certain type of campus attracts certain size of businesses.

There are several campus areas with quite some big companies in the vicinity, like The Hague Security Delta campus, Utrecht Science Park and Mercator Science Park (See Table 2). However there are also campuses with little or no big and medium businesses like the Dairy Campus or Helmond Automotive Campus. As they have no medium and big businesses on campus, these index rates were set on 100, as no growth occurred.

Table 6 provides the overall growth % values for the four different company sizes in 2008-2014 both aggregated and separated for non-campus and campuses areas in order to make a comparison.

Table 6: Absolute values and index growth rates on micro, small, medium and big businness on non-campus and campus areas.

	· .							1
	micro		small		medium		big	
	2014		2014	2008 = 100	2014	2008 = 100	2014	2008 = 100
Location	abs 36149	growth	abs	growth	abs	growth	abs	growth
's-Gravenhage		119	1853	85	501	91	103	90
The Hague Security Delta Campus	412	158	54	135	18	100	15	125
Amsterdam	113657	167	4950	106	1040	96	209	92
Amsterdam Science Park	168	137	19	146	8	200	3	100
Amsterdam Medical Business Park	160	105	17	59	11	79	5	71
Arnhem	12085	140	781	90	214	83	54	96
Energy Business Park Arnhem	220	133	14	93	6	86	3	100
Bergen op Zoom	4202	124	249	88	64	110	12	86
Green Chemistry Campus Bergen op Zoom	47	115	26	108	13	100	3	100
Delft	4836	111	387	84	90	82	23	110
Technopolis Delft	135	91	46	102	27	129	10	100
Biotech Campus Delft	230	124	11	138	3	100	1	50
Eindhoven	17291	138	1123	91	348	93	71	108
High Tech Eindhoven	178	123	27	135	5	63	7	175
TU/E	52	173	17	155	7	175	1	50
Enschede	8504	122	763	103	156	93	40	95
Kennispark Twente	285	123	24	96	7	117	0	100
Geleen/Stein	7984	128	532	93	138	95	25	83
Chemelot Geleen	131	164	26	153	14	200	1	50
Groningen	13140	132	1005	94	263	79	43	91
Zernike Campus Groningen	123	145	12	109	8	100	8	133
Healthy Ageing Campus Groningen	943	120	89	88	34	94	9	82
Helmond	6100	117	380	94	118	93	16	100
Helmond Automotive Campus	34	94	1	100	0	100	0	100
Leeuwarden	7092	141	401	82	128	86	31	103
Dairy Campus Leeuwarden	36	200	1	100	0	100	0	100
Wetsus/Watercampus Leeuwarden	610	122	87	97	34	87	9	90
Leiden	4104	115	490	97	129	87	25	139
Leiden Bio Science Park	68	100	35	135	21	88	9	113
Maastricht	8713		556	86	170	96	28	85
Maastricht Health Campus	172	122	27	108	7	70	6	120
Nijmegen	11665	139	754	91	176	81	32	103
Nijmegen Campus	297	129	29	112	23	115	12	150
Novio Tech Nijmegen	86	139	14	67	12	200	3	100
Oss	5271	125	391	92	104	104	8	57
Pivot Park Oss	181	120	26	144	5	71	3	75
Utrecht	30257	159	1729	99		94	109	100
Science Park Utrecht	138		26	137	9	47	105	100
Wageningen	2308	134	171	97	56	89	6	100
Wageningen Campus	35	159	4	100	3	100	4	200
Noordwijk/Katwijk	2986		372	100	67	91	7	58
Space Business Park Noordwijk	155	172	54	103		120	1	100
Zwolle	6755	172	636	96	12	76	58	100
Polymer Science Park Zwolle	248		46	90 177	100	92	2	120
Mean	7006	136	40 415	106	107	92 101	23	100
mean	/000	130	413	100	107	101	23	101

	micro	small	medium	big
Total	43,2	-3,9	-9,0	-2,2
Non-Campus	43,4	-4,4	-9,5	-3,5
Campuses	30,8	10,4	-0,3	8,2

 Table 7: Absolute growth % values for micro, small, medium and big businesses of Non-Campus and

 Campus areas

Table 7 shows an overall very strong growth in micro businesses in the period 2008-2014. For the municipalities (non-campus) areas, all other business sizes show a decline, with the medium sized businesses as the strongest decliner. Campuses however, were less affected for small and big companies. These results are in line with the trend on business growth in the Netherlands. Reasons for the strong growth of micro companies seem to be attributable to the effects of the financial crisis in 2007 that created a strong growth in one-man businesses and also a decline in all other types of business sizes (Statistics Netherlands, 2015). Non-campus areas follow the trend caused by the financial crisis, as their absolute growth percentages are slightly higher than the percentages for the total area. For the campuses the micro business growth is also strong, but lower than the municipalities. Small and big business absolute growth % values are also quite positive, while only medium sized businesses show a very small decline of 0.3%.

4.2.1 Mature, Growth & Start-up campuses

An evaluation is made on differences in company sizes at campuses at different stages of their lives. Table 8 provides the absolute growth % rates and mean values for 2014 for all the campuses in the start-up phase. Unlike in the previous paragraphs, the standard deviations for sizes are here omitted, for readability reasons.

	Mean Micro	Mean Small	Mean Mediun	Mean Big	%micro	%small	%medium	%big
Start-up	193	24	9	4	44,4	33,1	-7,5	0,0
Growth	265	26	12	6	25,8	41,8	1,4	4,0
Mature	142	26	12	6	28,4	22,5	2,2	18,6

Table 8: Means and absolute growth % values of micro, small, medium and big businesses of Start-up,
Growth and Mature Campuses

The means show that the growth campuses have the largest amount of micro businesses, while the start-up campuses have the smallest amounts of small, medium and big businesses. Growth and mature campuses are quite evenly distributed with regard to medium and big businesses. The start-up campuses showed a relatively large growth % for micro and small businesses; only the Amsterdam Medical Business Park and Energy Business Park Arnhem have not grown in small businesses (see Table 6). Their performance on medium and big sized businesses is clearly lower however, indicating that little dynamics have taken place on start-up campuses for these types of companies. Growth campuses show a positive growth for micro companies (25.8%) and quite a large absolute growth value for small companies (41.8%), with good performers like TU/E, Zernike Campus and the Space

Business Park (see Table 6). When it comes to attracting medium and big sized businesses the growth campuses show better performance than start-up campuses, with respectively 1.4% and 4% growth.

The large growth in workplaces in start-up campuses reported in paragraph 4.1.1 and Table 4 is therefore most likely due to the stronger growth of micro companies. The mature campuses show positive absolutes growth rates % for all types of companies, with perhaps most strikingly the relatively big absolute growth rate of 18.6% for big companies.

4.2.2. Specialized vs Diversified

An evaluation is made on differences for specialized and diversified campuses and if the diversified campuses indeed show to be most resilient as found in the literature (Van Oort, 2014). In paragraph 4.1.2 it was shown that the specialized campuses had the largest growth in businesses while the diversified campus showed a higher growth in workplaces

Table 9 shows that the diversified campuses have a growth of 28.3% in micro sized businesses, a small growth in small sized businesses, no growth in medium sized businesses and a relative large growth of 9.2% in big businesses. The data for specialized campuses show a much stronger growth for micro sized businesses (37.5%) and for small sized businesses (23.3%), while there is a decrease of -1.1% in medium businesses. Big businesses increased of 5.7%.

Table 9: Means and absolute growth % values of micro, small, medium and big businesses of Diversified andSpecialized Campuses

	Mean Micro	Mean Small	Mean Medium	Mean Big	%micro	%small	%medium	%big
Diversified	263	33	15	7	28,3	4,2	0,0	9,2
Specialized	133	24	9	3	37,5	23,3	-1,1	5,7

Therefore as expected, specialized campuses show a stronger increase in small businesses. This is in line with the literature, as the presence of smaller businesses can also be a characteristic of specialized campuses (Komerak & Loverdige, 2015). The results show that the medium sized businesses are performing very poorly for both types of campuses. However, both specialized and diversified campuses show to have positive absolute growth rates for all other business sizes.

4.3 Analysis

In this chapter the results will be analyzed based on the statistical models described in the methodology. First we will describe the differences with activity on campus and non-campus, later we will focus on the different phases and the specialism and diversification typology.

4.3.1 Decomposition of campus & non-campus areas

In this paragraph we will analyze the results based on the statistical models described in the methodology. Using a Random-Effects GLS Regression the obtained results are presented in Table 9. The following models can be interpreted as a standard regression model.

What we see in Table 10 is a model showing a decomposition for the 19 municipalities (non-campus) and 25 campuses (44 groups in total) for the period 2008-2014 (308 observations in total). Using the

absolute amount of workplaces as the dependent variable, and using a dummy (*D_Campus*), we are now able to see what is happening around campus and non-campus areas. Using this dummy, this model automatically depicts non-campus areas as the reference category.

Therefore the coefficients can be read as following: Campuses show to have a significant amount of 4632 more workplaces than non-campus areas. The control variables coefficients show that, for the entire observation area, when one business (Cases) is added, this will generate ca. 11 more workplaces. For the different sizes however we see that Size_Micro has a negative relation with employment, meaning that an increase of micro businesses has a negative effect on the amount of workplaces. As reported earlier, this negative relation could be due to the financial crisis which created greater uncertainty. Earlier research shows that this uncertainty is mainly felt by the relatively smaller businesses and has a negative effect on employment (Ghosal & Ye, 2015). For Size_Small, Size_Medium, and Size_Big we see a positive relation regarding employment. The coefficients show that the employment for these types of businesses is respectively, 14, 26 and 40 workplaces, when one of these types of businesses is added. These coefficients are no surprise however, as it is to be expected that an increase in larger businesses creates larger amounts of workplaces. Interestingly for the variable *Woman* we see that when this variable is added with one, the coefficient of workplaces seems to rise with 1.5. Anderson (2016) describes in his research that a positive relation like this might occur due to certain policies invested in the employment. He also states however that no convincing statistical evidence is apparent for this sample.

Random-effect:	s GLS regress:	ion		Number	of obs =	308
Group variable	e: location_n	r		Number	of groups =	44
R-sq:				Obs per	group:	
within =	= 0.9658				min =	7
between =	= 0.9994				avg =	7.0
overall =	= 0.9994				max =	7
				Wald ch	i2(13) =	108089.89
corr(u_i, X)	= 0 (assume	d)		Prob >	chi2 =	0.0000
Workplaces	Coef.	Std. Err.	z	P≻ z	[95% Conf.	Interval]
D Campus	4631.677	699.619	6.62	0.000	3260.449	6002.906
Cases	10.81345	2.776664	3.89	0.000	5.371288	16.25561
Size Micro	-10.66592	2.776919	-3.84	0.000	-16.10858	-5.223261
Size Small	14.21621	3.280739	4.33	0.000	7.786077	20.64634
Size Medium	26.15189	5.919995	4.42	0.000	14.54891	37.75486
Size Big	40.84652	19.08659	2.14	0.032	3.437482	78.25555
Women	1.493022	.0494182	30.21	0.000	1.396164	1.58988
Year						
2009	40.33191	126.4345	0.32	0.750	-207.4751	288.1389
2010	-102.7309	128.1126	-0.80	0.423	-353.8269	148.3651
2011	-219.4914	129.4991	-1.69	0.090	-473.305	34.32221
2012	-291.3404	130.979	-2.22	0.026	-548.0545	-34.62624
2013	-294.8263	134.8053	-2.19	0.029	-559.0397	-30.61282
2014	-122.1456	137.1781	-0.89	0.373	-391.0098	146.7185
_cons	-3873.371	626.9618	-6.18	0.000	-5102.193	-2644.548
sigma u	1792.8437					
sigma e	566.93997					

Table 10: Decomposition model on campus and non-campus areas

sigma_e 566.93997

rho .90909295 (fraction of variance due to u_i)

Dependent variable: Workplaces

4.3.1.1 Growth on campus & non-campus areas

The model in Table 11 will provide the coefficients for the growth % rates on campus and noncampus areas for the research period. Like the previous model on the decomposition of campus and non-campus areas, the *D_Campus* dummy will automatically use non-campus areas as reference category. This model still has 44 entities, however one less observation per group, as we're controlling for growth percentages.

What we see first is that the coefficient for *D_Campus* is no longer significant, meaning that for these independent variables <u>being located on a campus area doesn't necessarily mean growth in</u> <u>workplaces in comparison to non-campus areas</u>. These results are in contrast to earlier research conducted by the BCI (2014), where they show growth rates for employment on campuses. However when compared to non-campus areas, these growth rates are not significant. What we do see in this model are significant coefficients for *Woman_Growth, Medium_Growth and Big_Growth*. As we're working with percentages now, this means that when the number of women working grows with 1%, the woman employment grows with an additional significant 0.6%. The coefficient for medium sized businesses shows that when this amount grows with 1%, employment significantly grows with a small 0.02%. For big sized businesses we see that there is a significant negative relation with employment, with a coefficient of -0.02%. According to the literature, the reason for this negative relation is that smaller firms have higher job creation and destruction than older and larger firms, and therefore lower dynamics and employment growth (Aterido et al., 2011).

Table 11: Growth model on Campus and Non-Campus areas

Random-effects GLS regression Group variable: location_nr	Number of obs Number of groups	
R-sq:	Obs per group:	
within = 0.8012	min	= 6
between = 0.7565	avg	= 6.0
overall = 0.7775	max	= 6
	Wald chi2(12)	= 941.20
corr(u_i, X) = 0 (assumed)	Prob > chi2	= 0.0000

Workplace_Gro~h	Coef.	Std. Err.	z	P≻∣z∣	[95% Conf.	Interval]
D_Campus	. 4050249	.7306497	0.55	0.579	-1.027022	1.837072
Business_Growth	.0755936	.0573937	1.32	0.188	0368959	.1880832
Women_Growth	.5606274	.020391	27.49	0.000	.5206618	.6005931
Micro_Growth	.0134915	.0424765	0.32	0.751	069761	.096744
Small_Growth	.0186665	.0159039	1.17	0.241	0125046	.0498377
Medium_Growth	.023173	.0104001	2.23	0.026	.0027892	.0435567
Big_Growth	0191417	.0055689	-3.44	0.001	0300565	008227
Year						
2010	.3359575	.8034681	0.42	0.676	-1.238811	1.910726
2011	1.359377	.7785235	1.75	0.081	1665015	2.885255
2012	.1434889	.808733	0.18	0.859	-1.441599	1.728576
2013	.2520686	.8174524	0.31	0.758	-1.350109	1.854246
2014	.8148149	.8000035	1.02	0.308	7531631	2.382793
_cons	-1.240982	.8141046	-1.52	0.127	-2.836598	.3546338
sigma u	1.8529223					
sigma_e	3.4825483					
rho	.2206297	(fraction	of varia	nce due t	o u_i)	

Dependent variable: Workplaces

In this and the previous paragraph we've discussed the models for campus and non-campus areas. In the next few chapters we will be looking at the different types of campuses.

4.3.2 Decomposition of mature, growth & start-up campuses

The model in Table 12 provides a decomposition for start-up, growth and mature campuses. As the control variables are based on the entire number of groups (campuses and non-campus areas combined), the coefficients of these control variables will hardly change and therefore will no longer be discussed.

Table 12: Decomposition on Start-up, Growth and Mature campuses

landom-effects GI	S regression		N	lumber of	obs =	308
roup variable: 1	-		N	Number of	groups =	44
					3	
l-sq:			0)bs per qu	coup :	
within = 0.	9658				min =	7
between = 0.					avg =	7.0
overall = 0.					max =	7
			N	ald chi2	(15) = 10	06653.27
:orr(u i, X) =	0 (assumed)		I	rob > chi	i2 =	0.0000
Workplaces	Coef.	Std. Err.	z	P≻ z	[95% Conf.	. Interval]
)_StartupCampus	5143.615	930.0069	5.53	0.000	3320.836	6966.395
D_GrowthCampus	4247.709	839.0179	5.06	0.000	2603.264	5892.154
D_MatureCampus	4678.388	900.1731	5.20	0.000	2914.081	6442.694
Cases	10.83304	2.784047	3.89	0.000	5.376405	16.28967
Size_Micro	-10.68689	2.784306	-3.84	0.000	-16.14403	-5.229754
Size_Small	14.16783	3.290789	4.31	0.000	7.718006	20.61766
Size_Medium	26.06362	5.931126	4.39	0.000	14.43882	37.68841
Size_Big	40.23867	19.1569	2.10	0.036	2.691831	77.7855
Women	1.495098	.0497241	30.07	0.000	1.397641	1.592556
Year						
2009	40.18239	126.5099	0.32	0.751	-207.7724	288.1372
2010	-103.02	128.1921	-0.80	0.422	-354.2718	148.2318
2011	-219.8537	129.5827	-1.70	0.090	-473.8312	34.1238
2012	-291.917	131.0699	-2.23	0.026	-548.8092	-35.0248
2013	-295.2758	134.9004	-2.19	0.029	-559.6757	-30.87585
2014	-122.6019	137.2771	-0.89	0.372	-391.6602	146.4563
				0.000	5445 000	0.000 100
_cons	-3880.665	631.2494	-6.15	0.000	-5117.891	-2643.439
sigma_u	1804.7511					
sigma_e	566.93997					
rho	.91018118	(fraction	of varia	ince due t	:o u_i)	

Dependent variable: Workplaces

Contrary to the previous models that used a dummy for campuses, the dummy for this model is now divided in *D_StartupCampus*, *D_GrowthCampus* and *D_MatureCampus*. Non-campus areas will still act as reference category, as when all added together, they add up to 100. <u>According to this model a</u>

start-up campus will have 5144 more workplaces than non-campus areas: for growth and mature campuses, this coefficient is respectively 4248 and 4678. These dummies differ from the straight counts shown in chapter 4.1.1. Possible reason for this difference is that in this model, non-campus areas are used as reference category, meaning that, for example, start-up campuses are relatively large compared to their referenced area. Even so, when we compare the three types of campuses, we don't see relatively large outliers, meaning that the differences are slim.

4.3.2.1 Growth on mature, growth & start-up campuses

The model in Table 13 will provide the coefficients for the growth % rates on start-up, growth and mature campuses and non-campus areas for the research period. Like in the previous paragraph the coefficients of the control variables will hardly change and therefore will no longer be discussed.

Table 13: Growth model on Start-up, Growth and Mature Campuses

Random-effects GI Group variable:]	-			umber of umber of		264 44
	_				32-	
R-sq:			0	bs per gi	coup:	
within = 0.	8010				min =	6
between = 0.	8055				avg =	6.0
overall = 0.	7988				max =	6
			W	ald chi2	(14) =	992.07
<pre>corr(u_i, X) =</pre>	0 (assumed)		P	rob > chi	.2 =	0.0000
Workplace_Gro~h	Coef.	Std. Err.	z	₽> z	[95% Con	f. Interval]
D_StartupCampus	-1.130273	.9409377	-1.20	0.230	-2.974477	.7139315
D_GrowthCampus	4046536	.8246674	-0.49	0.624	-2.020972	1.211665
D_MatureCampus	2.802451	.8993918	3.12	0.002	1.039676	4.565227
Business_Growth	.0821791	.0567701	1.45	0.148	0290883	.1934465
Micro_Growth	.0110636	.0422018	0.26	0.793	0716505	.0937777
Small_Growth	.0165435	.0158134	1.05	0.295	0144503	.0475373
Medium_Growth	.0230015	.0103406	2.22	0.026	.0027343	.0432688
Big_Growth	0185393	.0055106	-3.36	0.001	0293399	0077387
Women_Growth	.5604538	.0202273	27.71	0.000	.5208089	. 6000986
Year						
2010	.3607594	.8032986	0.45	0.653	-1.213677	1.935196
2011	1.379504	.778443	1.77	0.076	1462162	2.905224
2012	.1636567	.8081374	0.21	0.835	-1.415264	1.752577
2013	.2976257	.8169076	0.36	0.716	-1.303484	1.898735
2014	.8382812	.7997597	1.05	0.295	729219	2.405781
_cons	-1.282023	.7719242	-1.66	0.097	-2.794967	. 2309207
sigma_u	1.4968052					
sigma_e	3.4825483					
rho	.15592547	(fraction	of varia	nce due t	:o u_i)	

Dependent variable: Workplaces

There is a significant growth coefficient for *D_MatureCampus,* meaning that when located <u>on a</u> <u>mature campus, we experience 2.8% growth in workplaces compared to non-campus areas</u>. The other types of campuses do not show positive effects on employment.

4.3.3 Decomposition of specialized & diversified campuses

The model in Table 14 provides a decomposition of diversified and specialized campuses, with noncampus areas as the reference group, for the research period.

Table 14: Decomposition model on diversified and specialized campuses

R-sq:				Obs per	group:	
within =	= 0.9658				min =	7
between :	= 0.9994				avg =	7.0
overall =	= 0.9994				max =	7
				Wald ch	i2(14) =	105646.98
corr(u_i, X)	= 0 (assumed	1)		Prob >	chi2 =	0.0000
Workplaces	Coef.	Std. Err.	z	P≻ z	[95% Conf.	Interval]
diverse	5004.346	937.5289	5.34	0.000	3166.823	6841.869
specialised	4489.786	745.0297	6.03	0.000	3029.554	5950.017
Cases	10.88019	2.784493	3.91	0.000	5.422688	16.3377
Size Micro	-10.73471	2.784783	-3.85	0.000	-16.19278	-5.276633
Size_Small	14.1379	3.292346	4.29	0.000	7.685024	20.59078
Size_Medium	25.93278	5.925081	4.38	0.000	14.31984	37.54573
Size_Big	39.74169	19.09308	2.08	0.037	2.319945	77.16344
Women	1.495757	.0495794	30.17	0.000	1.398584	1.592931
Year						
2009	40.33964	126.2411	0.32	0.749	-207.0883	287.7676
2010	-102.8651	127.9209	-0.80	0.421	-353.5854	147.8552
2011	-219.6377	129.3101	-1.70	0.089	-473.081	33.80545
2012	-291.8323	130.794	-2.23	0.026	-548.1838	-35.48088
2013	-294.9451	134.6224	-2.19	0.028	-558.8002	-31.09009
2014	-122.2847	136.9944	-0.89	0.372	-390.7889	146.2194
_cons	-3877.931	634.0712	-6.12	0.000	-5120.688	-2635.175
sigma_u	1818.2267					
sigma_e	566.93997					
rho	.91139007	(fraction (of varia	nce due t	o u_i)	

Dependent variable: Workplaces

Diversified campuses show a coefficient of 5004 more workplaces than non-campus areas and specialized campuses show to have 4490 more workplaces than non-campus areas. Like the previously described decomposition on start-up, growth and mature campuses, this difference in values with the straight counts shown in chapter 4.1.2 could be due to the non-campus reference category, meaning that diversified campuses show relatively larger portions of workplaces than their referenced area. However, even if the diversified campuses show to be quite larger in workplaces than the specialized campuses, this difference between the two campus types is statistically not significant.

4.3.3.1 Growth on specialized & diversified campuses

The model in Table 15 provides the coefficients for the growth % rates on start-up, growth and mature campuses and non-campus areas for the research period. When we look at the dummy variable *specialised* we see a negative relation, but also that this coefficient is not significant. The dummy variable *diversified* is not significant at the 5% level, but it is significant at the 10% level. With this lower probability, <u>diversified campuses show a positive relation with workplace growth of 2% compared to non-campus areas</u>. Therefore Van Oort's statement (2014) on resilience and the benefit of a diversified economy can be assumed to be true. This model shows that a higher variety in types of businesses could provide an increase in employment.

Group variable: location_nr Number of groups = 44 R-sq: Obs per group: within = 0.8013 min = 6 between = 0.7712 avg = 6.0 overall = 0.7850 max = 6
within = 0.8013 min = 6 between = 0.7712 avg = 6.0
between = 0.7712 avg = 6.0
overall = 0.7850 max = 6
Wald chi2(13) = 959.17
$corr(u_i, X) = 0$ (assumed) Prob > chi2 = 0.0000
Workplace_Gro~h Coef. Std. Err. z P> z [95% Conf. Interval]
diverse 2.019819 1.058178 1.91 0.056054172 4.09381
specialised2179763 .7870221 -0.28 0.782 -1.760511 1.324559
Business Growth .0751539 .0569674 1.32 0.1870365001 .1868079
Micro Growth .0149043 .0421589 0.35 0.7240677256 .0975341
Small_Growth .0206553 .0158084 1.31 0.1910103287 .0516392
Medium Growth .0218773 .0103378 2.12 0.034 .0016156 .0421391
Big_Growth0193365 .0055287 -3.50 0.00003017250085004
Women_Growth .5591078 .0202482 27.61 0.000 .519422 .5987936
Year
2010 .3149315 .7971724 0.40 0.693 -1.247498 1.877361
2011 1.353436 .7723657 1.75 0.0801603725 2.867245
2012 .1403823 .8023623 0.17 0.861 -1.432219 1.712984
2013 .2425428 .8110229 0.30 0.765 -1.347033 1.832119
2014 .8071279 .7936931 1.02 0.3097484819 2.362738
_cons -1.23747 .8099395 -1.53 0.127 -2.824923 .3499819
sigma u 1.8708551
sigma e 3.4825483
rho .22395986 (fraction of variance due to u_i)

Table 15: Growth model on Specialized and Diversified campuses

Dependent variable: Workplaces

5. Conclusion

The results obtained in this study indicate that in the research period of comparison 2008-2014, noncampus (i.e. municipalities) areas showed more growth in businesses than their campus areas, of respectively 38.2% for municipalities against 25.3% for campuses. This is quite a large difference in growth. The BCI's (2014) on business growth on campuses also showed a large positive growth on campuses. However they did not seem to have taken into account the general trend of the Dutch economy (i.e. the growth in non-campus areas), where the amount of micro businesses has exploded due to the financial crisis (Statistics Netherlands, 2015). However the difference in business growth, this does not mean that campuses are underperforming compared to municipalities, because when we look at the workplace growth we see that the campuses show a positive growth rate of 5.2%, while the non-campus areas barely show any growth. Based on these results, it can be concluded that the employment on campuses has not been hit as hard as the municipalities with regard to the financial crisis.

The results also show that big businesses have grown with 8.2% on campus locations. This growth in big businesses indicates that campus areas could help regions to be more susceptible to economic shocks (van Oort, 2014). According to Cheng et al. (2014) however, campuses should be locations that attract small and medium enterprises. Looking at the results, we could state that this is partly true, as campuses show growth in micro and small businesses but a very small decline in medium sized businesses. The literature however does not provide a clear picture on what types of businesses size is best for economic growth (Komerak & Loveridge, 2015; Faria, 2016).

When we compare the campuses on the basis of their life stages of innovation, we see that in the research period the mature campuses are the largest growers in terms of employment and number of businesses. This means that campuses do not necessarily following the cluster life cycle described by Brenner & Schlump (2011), where growth clusters are supposed to show the best performance regarding business and employment growth. Mature campuses also attracted more medium and big businesses than start-up campuses and growth campuses. This is also in line with the relatively strong workplace growth showed by the mature campuses in the past 7 years. The results indicate that start-up campuses are not yet able to attract medium or big companies, while growth campuses perform variably with regard to attracting medium or big companies. Komarek & Loveridge (2015) stressed that the distribution of different size classes of businesses is an important factor for economic growth. The results from the mature campuses support this view.

In the comparison period 2008-2014, the specialized campuses showed the largest growth in businesses compared to the diversified campuses, while the difference in workplace growth between the two typologies was marginal. These results are quite surprising as literature suggests that diversified campuses should thrive better after a global financial crisis, therefore showing the best values regarding both employment and business growth (Frenken et al., 2007; Van Oort, 2014). Therefore it seems fair to say that also specialized campuses have shown a reasonable amount of resilience after the financial crisis and have shown to be able to attract businesses. While the straight counts and the decomposition analysis has shown that there is more employment at the campus areas than at the non-campus areas, the results indicate that the definition 'campus' in itself does not necessarily show a significant relation with employment growth in the model with these independent variables. But when we analyze the different types of campuses we see that the mature

campuses and the diversified campuses show a significant positive relation with employment growth. Therefore the criticism of van Oort's (Financieel Dagblad, 2016) on the lack of performance of the high amount of new campus initiatives seems to be right as are the already established campuses that show a significant relation with employment growth. Like many other empirical studies on the diversity and specialization debate, a definitive answer on these two types of campuses cannot be given. This paper shows once again that the diversity-specialization debate is not an either-or question, but that both can matter for regional economic performance, where the outcomes are dependent on context, scale, period and performance indicators (Van Oort, 2014).

This research provides metrics and insight on how campuses contribute to innovation and growth in the regional or the national economy and therefore can help to identify campuses that can be of strategic importance to the Dutch economy. Especially the mature campuses indicate growth in larger firms in the research period coupled to a better distribution in size classes of business on campus. In addition, the mature and the diversified campuses have shown a relation with employment growth. Therefore in accordance to the AWTI's (2014) advice, the Dutch government could support and facilitate these campuses in their strengths and growth opportunities.

6. Limitations & Recommendations

There is little to no empirical research on the life stages of innovation campuses and their effects on region's economy. The typology made by the BCI (2012) regarding the different types of life stages is only based on desk-research and short interviews with representatives from these campuses. Unfortunately BCI did not provide the data gathered by this research and interviews. Therefore we have to trust their judgment regarding the classification of these phases, without being able to control for eventual misclassifications. More research on this matter could therefore provide a better insight of what type of campuses are best for a region, or whether new campus initiatives are profitable at all. It should be noted that the use of the Statistics Netherlands (2014) typology of Topsectors (TS) can produce sometimes arbitrary allocations. For example the manufacturing of medical equipment falls under the TS High Tech Systems and Materials, while this could be expected to be a business within the Life Sciences TS. Therefore for some sectors and type of businesses the possibility of some wrong allocation cannot be prevented.

The method used to define specialized and diversified campuses is based on percentages of businesses in the 9 predefined TS's. In this research a 20% minimum threshold of the 'right' TS businesses was used to define a specialized campus, on the condition that the same campus promotes itself to operate ina specific TS. The minimum of 20% is low, yet the reason for this percentage is that using a 500m range can create a 'noise' in the data and therefore add irrelevant businesses to a campus. In this study, the number of businesses active in the TS was used for the typology. For future research it might be interesting to see what happens if the number of employees is used for defining specializing and diversifying campuses. More research on this matter could help future researchers to better define specialized and diversified areas.

Some campuses are located in city centers, showing larger numbers of companies and employment and have therefore captured a wider range of businesses. For some campuses this might create a distorted view, as some small campuses in city centers might show large numbers of businesses and employment. The dependent and independents are correlated, as a growth in businesses is often related with growth in employment. This means that for both decomposition and growth models a high r-squared can be seen due to this correlation. However also in this situation, the results can still be interesting and helpful in answering the research question, as they provide an overview of what happens to the regressors of the variables when located on a specific type of campus. As the LISA dataset only provide a limited number of variables, adding more variables to the model, like innovation measures or profits, might create a model where the differences in employment growth between campus and non-campus areas can be explained.

Something that could not be taken into account in this research is the possibility that some campus initiatives are 'picky' in the businesses they allow on their campus terrain. For example, when businesses have to meet strict conditions to enter a campus location. If that is the case, businesses growth might not be a good measurement for performance. However, the 500m range can still be a good measurement on performance and the nearby region. An assessment whether this is the case and if this influences businesses growth on campuses could help future research.

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8. Appendices

Table 16, 500 meter, 2014

Polymer Science Park Zwolle	Zwolle	Space Business Park Noordwijk	Noordwijk/Katwijk	Wageningen Campus	Wageningen	Science Park Utrecht	Utrecht	Pivot Park Oss	Oss	Novio Tech Nijmegen	Nijmegen Campus	Nijmegen	Maastricht Health Campus	Maastricht	Leiden Bio Science Park	Leiden	Wetsus/Watercai	Dairy Campus Leeuwarden	Leeuwarden	Helmond Automotive Campus	Helmond	Healthy Ageing Campus Groningen	Zernike Campus Groningen	Groningen	Chemelot Geleen	Geleen/Stein	Kennispark Twente	Enschede	TU/E	High Tech Eindhoven	Eindhoven	Biotech Campus Delft	Technopolis Delft	Delft	Green Chemistry (Bergen op Zoom	Energy Business Park Arnhem	Arnhem	Amsterdam Medical Business Park	Amsterdam Science Park	Amsterdam	The Hague Security Delta Campus	's-Gravenhage
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