



Creating strategic couplings in global production networks: regional institutions and lead firm investment in the Humber region, UK

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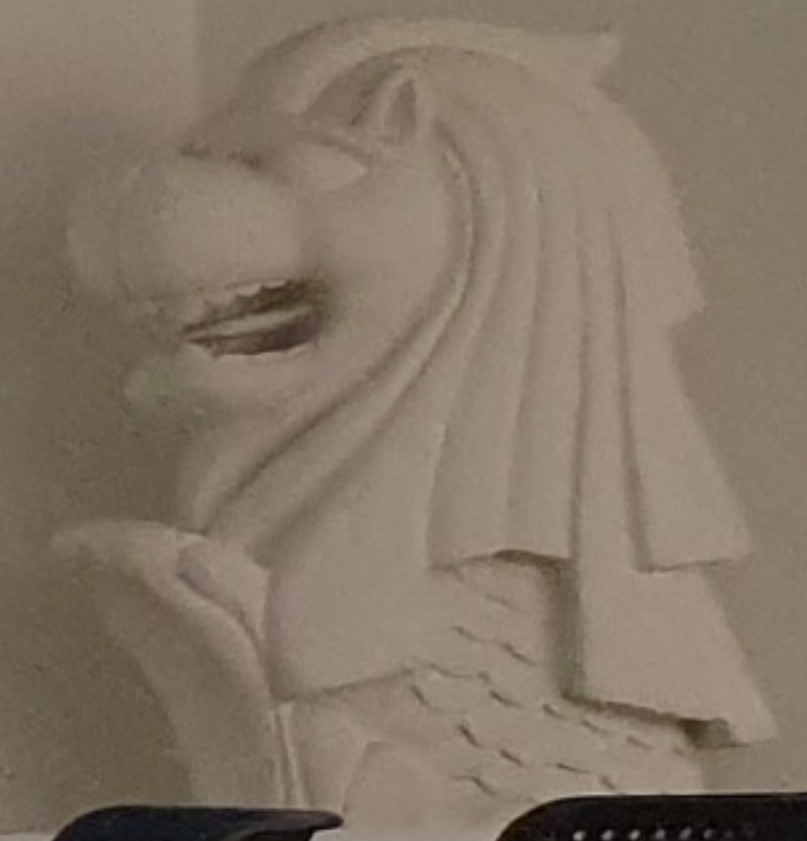
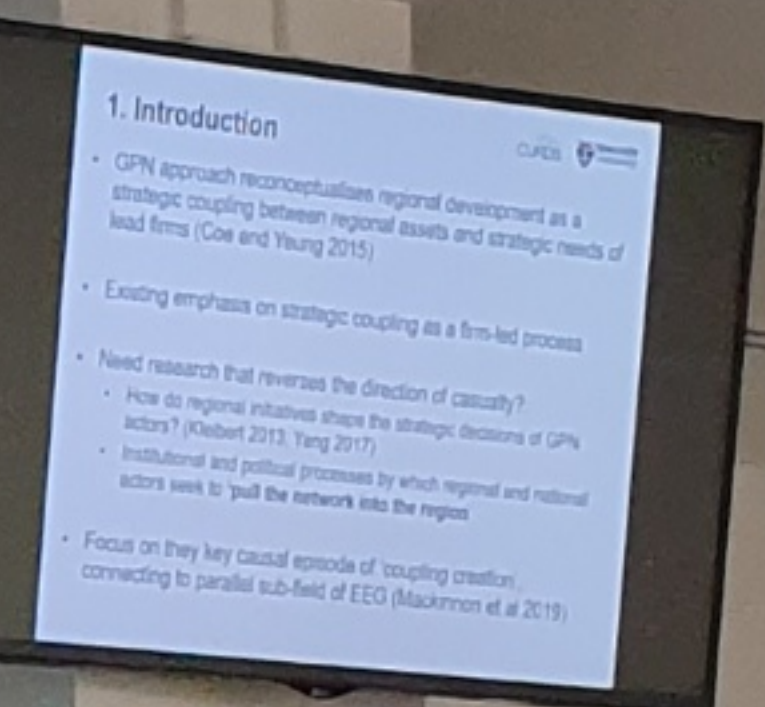
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1. Introduction



- GPN approach reconceptualises regional development as a strategic coupling between regional assets and strategic needs of lead firms (Coe and Yeung 2015)
- Existing emphasis on strategic coupling as a firm-led process
- Need research that reverses the direction of casualty?:
 - How do regional initiatives shape the strategic decisions of GPN actors? (Kleibert 2013; Yang 2017)
 - Institutional and political processes by which regional and national actors seek to 'pull the network into the region'
- Focus on they key causal episode of 'coupling creation', connecting to parallel sub-field of EEG (Mackinnon et al 2019)





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