

# Do Industry 4.0 Technologies Matter When Companies Backshore Manufacturing Activities? An Explorative Study Comparing Europe and the US



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**Abstract** The objective of this chapter is to analyze the impact (if any) of Industry 4.0 enabling technology on firms' decision to relocate to the home country their offshored production activities. In particular, the chapter analyzes whether Industry 4.0 technologies may represent a driver/motivation or an enabling factor for companies which are evaluating such a strategic alternative. In order to reach such an objective, a two-step explorative methodology has been applied. After implementing a structured literature review, empirical evidence of backshoring decisions implemented by both European and US companies has been analyzed. Collected findings show that the majority of sampled articles conceptualize Industry 4.0 technologies as a driver. At the same time, empirical findings show some interesting differences between European and US companies adopting backshoring decisions based on/enabled by Industry 4.0 technologies. Finally, competences (related to both the manufacturing activities as a whole and the Industry 4.0 technologies) emerge as one of the most critical issue for investigated companies.

## 1 Introduction

Companies have been offshoring (and often also outsourcing) their manufacturing activities for a long time. They mostly relocate to low-cost countries (e.g., Eastern Europe and Asia) since their main goal was efficiency seeking. However, the benefits of offshoring have often proven elusive (Manning, 2014); for instance, the relocation of production activities abroad often diminishes firm's competence due to the spatial decoupling of R&D and manufacturing activities (Stentoft, Olhager, Heikkilä, & Thoms, 2016). This risk is even higher when offshoring decisions are coupled with the adoption of outsourcing governance mode. In such a context, employee deskilling and decline of firms' industrial knowledge emerge (Nujen,

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Halse, Damm, & Gammelsaeter, 2018). This, in turn, may have serious implications also for the entire economic system of the home country level (Pisano & Shih, 2012). Therefore, in the last 20 years an increasing number of companies have been reconsidering their offshoring choice having experienced several offshoring difficulties (Manning, 2014). Consequently, they often adopt a relocation of second-degree strategy (Barbieri, Elia, Fratocchi, & Golini, 2019), also identified by the literature as reshoring (Fratocchi, Di Mauro, Barbieri, Nassimbenid, & Zanoni, 2014). This term includes both the relocation to the home country (RHC or backshoring) and the one to a third country (RTC). The latter is defined alternatively near-shoring—when the company relocates to a host country within the home region—and further offshoring—when the new host country is a faraway one.

In the last 10 years, scholars have mostly focused their attention on RHC operations (Barbieri, Ciabuschi, Fratocchi, & Vignoli, 2018; Stentoft et al., 2016; Wiesmann, Snoei, Hilletofth, & Eriksson, 2017) particularly studying motivations, i.e., drivers of the operations. Among them, increasing attention has been paid to production automation (see, for instance, Ancarani & Di Mauro, 2018; Ancarani, Di Mauro, & Mascali, 2019) and additive manufacturing (Fratocchi, 2018a, 2018b; Moradlou & Tate, 2018). Both of them are technologies based on cyber-physical systems, and are identified with the broad term Industry 4.0 technologies i.e., “smart machines, warehousing systems and production facilities that have been developed digitally and feature end-to-end ICT-based integration, from inbound logistics to production, marketing, outbound logistics and service” (Kagermann, Wahlster, & Helbig, 2013, see p. 14).

Firm’s internationalization process can be strongly influenced by information and communications technologies (ICTs); they allow remote coordination and extend the span of control while reducing its cost (Alcácer, Cantwell, & Piscitello, 2016; Chen & Kamal, 2016; Leamer & Storpe, 2001). Thanks to those technologies, companies can redefine their location strategy and “fine slice” the most value adding activities (Buckley, 2011; Buckley & Ghauri, 2004) or reconfigure their production footprint. Moreover, the increase in productivity these technologies allow (Brynjolfsson & McAfee, 2014; Kagermann et al., 2013) may reduce—and even eliminate—location advantages of low-cost countries (Ancarani et al., 2019; Ancarani & Di Mauro, 2018; Dachs, Kinkel, & Jäger, 2019). At the same time, the adoption of Industry 4.0 technologies allows a higher flexibility of the manufacturing process and increases companies’ responsiveness to clients’ need and their possibility to offer customized products (Ancarani et al., 2019; Ancarani & Di Mauro, 2018; Dachs et al., 2019; Fratocchi, 2018a, b; Moradlou, Backhouse, & Ranganathan, 2017; Moradlou & Tate, 2018). Finally, Lampón and González-Benito (2019) have recently showed that companies which improved their key manufacturing resources (e.g., process optimization, technologies, and facilities) after the offshoring decision are more likely to backshore.

At the same time, the implementation of Industry 4.0 technologies requests companies to develop specific competencies (Nujen, Mwesumo, Solli-Sæther, & Slyngstad, 2018). In this respect, recent studies pointed out that there is a serious lack of qualified workforce able to implement such technologies, especially in small and

medium companies (Stentoft, Jensen, Philipsen, & Haug, 2019; Stentoft & Rajkumar, 2019). Therefore, companies aiming at implementing backshoring strategies need to evaluate their readiness not only in terms of manufacturing competences (Lampón & González-Benito, 2019) but also in terms of Industry 4.0 ones (Nujen, Mwesiumo, et al., 2018).

Considering the above-discussed framework, this chapter mainly addresses two research questions:

- (a) In the evaluation of RSD alternatives, do companies consider Industry 4.0 technologies as a driver/motivation (Fratocchi et al., 2016)?
- (b) In the evaluation of RSD alternatives, do companies consider Industry 4.0 technologies as an enabling factor (Engström, Hilletoft, Eriksson, & Hilletoft, 2018; Engström, Sollander, Hilletoft, & Eriksson, 2018)?

A two-step explorative approach will be adopted to investigate the two research questions, the first of which is conducted through a structured literature review based on 115 Elsevier Scopus indexed journal articles published until August 2019. The second step of the adopted methodology is based on empirical evidence based on the UnivAQ Manufacturing Reshoring Dataset (UMRD), which has already been adopted in previous backshoring research (Ancarani et al., 2019; Ancarani & Di Mauro, 2018; Ancarani, Di Mauro, Fratocchi, Orzes, & Sartorc, 2015; Fratocchi, 2018a, b; Fratocchi et al., 2015; Fratocchi et al., 2016; Wan, Orzes, Sartor, & Nassimbeni, 2019; Wan, Orzes, Sartor, Di Mauro, & Nassimbeni 2019) since it is recognized as the most comprehensive at the worldwide level.

The first step of the analysis indicates that interest of scholars in the topic under investigation has been growing over the years. However, among all the Industry 4.0 enabling technologies, the literature has mainly focused on the study of production automation (42 out of 115 sampled Elsevier Scopus indexed journal articles, published from 2014 to 2019) and additive manufacturing (10 documents published only in the last 2 years). Moreover, only four journal articles (of which three have been published in 2019) specifically investigated the causality (if any) of Industry 4.0 technologies on backshoring. However, the research findings emerging from these four articles are quite differentiated and not definitive. Finally, it is worth noting that, while the majority of sampled articles conceptualize Industry 4.0 technologies as a driver (Barbieri et al., 2018), they have also been viewed as enabling factors (Engström, Hilletoft, et al., 2018; Engström, Sollander, et al., 2018). At the same time, empirical findings sorted by the UMRD show some interesting differences between European and US companies adopting backshoring decisions based on/enabled by Industry 4.0 technologies.

To investigate the proposed research questions, the rest of the chapter is as follows: Section 2 describes the methodology adopted. Section 3 presents and discusses findings. The last section concludes and presents the implications and limitations of the analysis.

## 2 Methodology

As previously introduced, the analysis is conducted adopting a two-step explorative methodology. At first, a structured literature review regarding backshoring decision has been conducted following the Seuring and Gold (2012) approach for content analysis. This approach has been already followed for literature reviews focused on RHC (Barbieri et al., 2018; Stentoft et al., 2016). Documents have been extracted from the Elsevier Scopus dataset, which is recognized as one of the most valuable source for publications in the business and management field of study (Greenwood, 2011). Adopted research criteria were the following:

- (a) English written journal articles
- (b) Published until August 2019
- (c) Containing in the title, abstract, and/or keywords one of the following terms : “reshor\*,” “re-shor\*,” “backshore\*,” “back-shor\*,” “back-reshor\*,” and “back-sourc\*”

Authors found a total number of 177 journal articles and carefully read all the text. Some articles were excluded from the analysis on the basis of the following excluding criteria:

- Journal articles focusing on RHC implemented by service companies (e.g., ICT companies)
- Not peer review articles
- Journal articles related to different fields of study (reshoring concept is used with different meanings in the maritime and building engineering research fields)
- Journal articles not focused on manufacturing (e.g., documents referring to functions as human resources and research and development (R&D)).
- Based on these criteria, 62 documents were eliminated; therefore, the total amount of sampled documents was 115 (see [Appendix](#)).

The second step of the analysis considers the evidence collected in the UMRD; it contains data of European and American companies that implemented RHM operations. To the best of our knowledge, it is the most comprehensive available dataset on reshoring since it combines evidence from different sources:

- (a) European Reshoring Monitor (ERM) dataset: it is a public available dataset that has already been used in previous backshoring studies (Ancarani et al., 2019; Wan, Orzes, Sartor, Di Mauro, et al., 2019; Wan, Orzes, Sartor, & Nassimbeni, 2019). It was financed by the EU foundation Eurofound and “collects information on individual reshoring cases from several sources (media, specialized press, scientific literature, practitioner literature) and it organizes it into a secured access, regularly updated, online database” (<https://reshoring.eurofound.europa.eu/>).
- (b) Uni-CLUB MoRe reshoring (UCMR) dataset: it is a vast dataset containing evidence of companies that implemented manufacturing backshoring operations and has already been considered in several researches on manufacturing

backshoring (see, among others, Ancarani & Di Mauro, 2018; Ancarani et al., 2015, 2019; Fratocchi, 2018a, b; Fratocchi et al., 2015, 2016; Wan, Orzes, Sartor, Di Mauro, et al., 2019; Wan, Orzes, Sartor, & Nassimbeni, 2019).

- (c) Reshoring Initiative dataset: it is a large dataset which includes evidence of US companies that implemented various location strategies (e.g., backshoring, kept from offshoring, foreign direct investments) having an impact on employment levels in the USA. It was already used for previous research on the phenomenon in the USA (Abbasi, 2016; Moore, Rothenberg, & Moser, 2018). Given the heterogeneity of the operations it includes, all the evidence has been checked by researchers and only the ones referring to RHC decisions have been incorporated in the UMRD dataset.

Up to the end of December 2018, the UMR dataset contained a total of 1279 instances of evidence regarding backshoring decisions implemented by companies belonging to 24 European countries (814), the USA (428), and other foreign countries (37).

### 3 Findings

#### 3.1 Findings from the Extant Literature

The analysis of the 115 sampled journal articles clearly shows that the relationship (if any) between Industry 4.0 technologies as a whole and backshoring has been specifically addressed by only four journal articles (namely, Ancarani & Di Mauro, 2018; Ancarani et al., 2019; Dachs et al., 2019, Stentoft & Rajkumar, 2018). However, wider attention has been given to two of the most well-known Industry 4.0 technologies, namely automation and three-dimensional (3D) printing/additive manufacturing (Table 1). More specifically, reshoring scholars have been increasingly conceptualizing automation as a backshoring driver and/or an enabling factor since 2014, reaching a total of 42 citations up to August 2019. In contrast, attention to the role of additive manufacturing/3D printing technologies has arisen only in the last 2 years. This finding may be—at least partially—explained by the early stage of the additive manufacturing technologies in large-scale production (Fratocchi, 2018a, b). Finally, only one contribution (Ancarani & Di Mauro, 2018) specifically refers to other two Industry 4.0 technologies, namely sensors and simulation. At the same time, Ancarani et al. (2019) investigated the opportunity for adopting cyber-physical systems to connect production and development and/or buyers and suppliers. Finally, it must be taken into account that the influence (if any) of Industry 4.0 technologies on backshoring decisions has been increasingly proposed as a future research avenue (e.g., Bals, Kirchoff, & Foerstl, 2016; Barbieri et al., 2018; Engström, Hilletoft, et al., 2018; Stentoft et al., 2016). Therefore, this chapter appears to be timely since it allows us to define the state of the art of the academic

**Table 1** Breakdown of sample articles by year and article content

Year	Published articles	Production automation	3D printing/additive manufacturing	Sensors	Simulation	Cyber-physical systems connecting production and development and/or buyers and suppliers	I4.0 impact on backshoring
2007	1						
2009	1						
2011	1						
2012	1						
2013	6						
2014	11	3					
2015	8	1					
2016	23	12					
2017	16	6					
2018	24	13	8			1	1
2019	23	7	2	1	1		3
Total	115	42	10	1	1	1	4

debate on Industry 4.0 technologies and second-degree relocations to the home country.

Regarding production automation technology, the first evidence in the sampled journal articles is proposed by Arlbjørn and Mikkelsen (2014) who found that 47.5% of Danish firms which offshored production activities between 2009 and 2014 found the same activities could be backshored as a result of the advances in automation. Similarly, Heikkilä et al. (2018, b) found in a sample of Danish, Finnish, and Swedish companies that access to technology (including production automation) is one of the “significantly more important drivers for back-shoring than for off-shoring ( $p \leq 0.001$ )” (Heikkilä, Martinsuo, & Nenonen, 2018, p. 228). Moreover, Johansson and Olhager (2018a, b) found, on the basis of a Swedish sample, that companies that have both off- and backshored during the investigated period considered the access to technology at a slightly lower level than companies implementing only backshoring strategies. Finally, in their qualitative study, Engström, Sollander, et al. (2018) found that several companies decided to backshore in Sweden following the benefits offered by production automation. However, the huge contribution of such an enabling technology to the relocation of manufacturing activities in the home Nordic countries seems to be questioned by scholars who investigated other geographic areas. For instance, Ancarani and Di Mauro (2018) point out that only 13.6% of the 840 backshoring decisions belonging to the EU and US companies they analyzed specifically declared at least one of the Industry 4.0 technologies as a relocation driver. At the same time, De Backer, DeStefano, Menon, and Suh (2018) found that robotics have a negative impact on offshoring decisions (at least for companies located in developed countries) but do not yet trigger backshoring decisions.

It has been speculated that production automation reduces the relevance of labor cost as a location criterion since it increases productivity (Abbasi, 2016), making production in high-cost countries more viable (Engström, Hilletoft, et al., 2018). As a consequence, such a production technology has usually been considered as a driver of RHC. It also facilitates the implementation of a flexible production system (Lu, 2017) that allows product customization and firms’ responsiveness (Moradlou et al., 2017). Based on this, Ancarani and Di Mauro (2018) state that both “cost-oriented” (i.e., relocation aimed at reducing production and logistics costs) and the “flexibility-oriented” (aimed at improving a firm’s responsiveness to customer needs) backshoring strategies are supported by production automation. This evidence is quite relevant since—according to these two authors—the two typologies of reshoring decisions are the most diffused among the 840 backreshoring initiatives’ evidence at the worldwide level they analyzed. In contrast, “quality-oriented” backshoring strategies—i.e., when the relocation to the home country is aimed at implementing product upgrade strategies (Bettiol, Burlina, Chiarvesio, & Di Maria, 2018)—are less relevant. This finding is quite at odds with previous evidence collected by Moradlou et al. (2017) and Moradlou and Tate (2018) with respect to the UK backshoring firms. This divergence may, at least partially, be explained from a home country perspective, that is the amount of product and process knowledge located at the home location, either within the backshoring company or within its

suppliers' network. In this respect, the relocation within an industrial district at the home country could be not coupled with investments in Industry 4.0 since the backshoring company may implement upgrade strategies leveraging on specific manufacturing competencies (often having craft/manual nature) developed at the cluster level. On the contrary, firms located in countries where manufacturing manual competences are no longer available (given the de-industrialization processes following decades of offshoring strategies) may substitute them with production automation systems (Ancarani & Di Mauro, 2018).

As far as the second research question (Industry 4.0 as a barrier to backshoring strategies) is concerned, Engström, Hilletoft, et al. (2018) are the only authors addressing this issue. More specifically, they point out that Industry 4.0 may represent not only a driver of backshoring decision but also a barrier to its implementation. In this respect, useful insights have been recently offered by Stentoft and Rajkumar (2019). Authors point out that companies characterized by high levels of Industry 4.0 relevance (that is they carefully analyzed drivers and barriers of this phenomenon) are the ones that either backshored or simultaneously off- and backshored in the last 3 years. On the contrary, companies remained at the home country did not develop a specific Industry 4.0 competence. According to the authors, the former companies (the ones backshored or off- and backshored) have been developed or are still involved in learning processes. More specifically, such learning processes might or might not include learning about Industry 4.0 issues. : *“if the level of automation should be seen as a factor acting as a barrier or driver,”* i.e., if it either boosts the backshoring decision or its lack hinders the relocation to the home country. In this respect, Nujen, Halse, et al. (2018) point out that the introduction of new technologies requests new competences within the company; therefore, the implementation of Industry 4.0 programs should be carefully evaluated in terms of firm's backshoring readiness (Bals et al., 2016; Nujen, Mwesiumo, et al., 2018). In this respect, employee upskilling programs are of crucial relevance.

As far as the 3D/additive manufacturing technologies are concerned, it is expected they will have a disruptive impact on global value chains (GVC), therefore also supporting backshoring decisions (Brennan, Ferdows, Godsell, & Golini, 2015; Strange & Zucchella, 2018). In this respect is worth noting that Moradlou and Tate (2018) found that 72% of 50 investigated companies adopting additive manufacturing technologies positively evaluate the contribution it makes to backshoring decisions. In this respect, d'Aveni (2015) states that 3D printing technologies will induce firms to locate manufacturing activities closer to customers; hence its adoption would boost reshoring decisions. Ancarani and Di Mauro (2018) adopt a more restrictive position, stating that this technology may support the implementation of only quality-oriented backshoring decisions. This is because additive manufacturing better supports product development processes and integration between R&D, design, production, and marketing functions (Ketokivi, Turkulainen, Seppälä, Rouvinend, & Ali-Yrkköd, 2017). Moreover, additive manufacturing allows firms to reduce prototyping costs and times (Ancarani et al., 2019). Moreover, Moradlou and Tate (2018) state that relocation to the home country is boosted by the following six benefits that additive manufacturing technologies offer in terms of supply chain



management: “*shorter lead time, responsiveness to the product and market changes, lower transportation costs, fewer miscommunications with suppliers, more customization options, fewer products stored in inventory*” (see p. 241). At the same time, Fratocchi (2018a, b) presents evidence that 3D printing technology produces technical and economic advantages that adequately respond to the backshoring drivers presented by the literature (Barbieri et al. 2018). Moreover, Fratocchi (2018a, b) showed that additive manufacturing technologies are adopted in the same industries in which the literature identified greater evidence of backshoring decisions. This is in line with Laplume, Petersen, and Pearce (2016) who identified industries more likely to introduce additive manufacturing technologies.

As already noted, the attention paid by scholars to the relationship (if any)—and even the causality—between manufacturing reshoring and the whole set of Industry 4.0 technologies is still in its infancy. Among the few authors who have investigated such a linkage, Ancarani and Di Mauro (2018) point out “robotics is not a necessary ingredient of [back-]reshoring” but “Industry 4.0 supports manufacturing [back-]reshoring when design and product innovation are involved” (2018, see p. 8). At the same time, Ancarani et al. (2019) provide evidence that—at least until now—backshoring decisions have been implemented without investing in new technologies, especially if the relocation was aimed at leveraging on the “made in” effect and/or shortening the lead time and improving firms’ responsiveness. However, authors expect Industry 4.0 may play—in the near future—a specific role in supporting manufacturing relocation decisions, especially in the case of skill shortage—due to previous de-industrialization emerging after decades of manufacturing offshoring—and/or when companies aim to improve design and strengthen product-development linkage. Previous findings are also confirmed by Stentoft and Rajkumar (2019) who analyzed a sample of Danish manufacturing companies. They found that the investigated technologies have no impact on the decision to relocate manufacturing activities to the home country. In contrast, Dachs et al. (2019) found a positive and significant association between investments in Industry 4.0 technologies and backshoring decisions. Moreover, their study—which has been focused on manufacturing companies belonging to Germany, Austria, and Switzerland—also shows that there is no causality between the two variables since both of them are driven by the research on higher levels of flexibility. It is worth noting that a previous investigation on a German sample conducted by Müller, Dotzauer, and Voigt (2017) (not included in the sampled literature) found that in only 13 of the 50 sampled backshoring decisions they analyzed, have Industry 4.0 technologies played a supporting role. Moreover, quantitative analysis of the issue did not support the correlation: considering a Likert scale (from 1 to 5), the mean value was 2.3, for companies that implemented backshoring while in-sourcing their production activities, and 2.2 for those which backshored while outsourcing. Findings by Müller et al. (2017) also show that the adoption of investigated technologies is mainly related to companies declaring the following backshoring drivers: innovation, testing of technologies, and time-to-market reduction.

Of specific note is the Dachs et al.’s (2019) study, in which the authors point out that the higher level of responsiveness allowed by Industry 4.0 technologies may be carefully evaluated in terms of geographical distribution of firms’ customers. More

specifically, if company customers are located in countries/regions other than the home country, the adoption of Industry 4.0 technologies would induce companies to implement RTC strategies, either in the form of near-shoring or of further offshoring.

To sum up, the structured literature review conducted earlier offers a varied set of results which are not conclusive. While several authors recognize that single Industry 4.0 technologies (mainly 3D/additive manufacturing and automation) may have an impact on manufacturing relocation decisions, their impact is highly dependent on the strategic aims pursued by the company. Moreover, analyses have been focused, until now, on a restricted number of countries (mainly in Europe). Further investigations are then requested; in this respect, evidence belonging to the UMRD—which will be discussed in the next section—may contribute to the academic debate.

### 3.2 *Empirical Findings*

The literature review did not provide homogeneous results that can be considered conclusive; therefore, to further investigate the topic we now analyze empirical evidence from the UMRD. The latter includes data collected from secondary sources of backshoring decisions performed by European and US companies. Up to the end of December 2018, the UMRD covered a total of 1279 instances of evidence regarding backshoring decisions implemented by companies belonging to 24 European countries (814), the USA (428), and other foreign countries (37). Before analyzing the impact (if any) of Industry 4.0 technologies on the backshoring decisions, it seems useful to point out the main characteristics of the sampled backshoring decisions. In so doing, similarities and differences among the two main subsamples (European vs. US companies) deserve specific attention.

As far as the geographical dimension (home vs. host country/region) is concerned, three out of four US companies backshored from Asia (in particular from China), while European companies implemented backshoring more homogeneously from Asia and Europe (Table 2). Moreover, it is worth noting that the majority of intra-Europe relocations have been implemented among Western countries, i.e., among high-cost nations (when compared with those in Eastern Europe).

The breakdown by firm's size shows a higher homogeneity among the two subsamples, even if large companies are slightly more overrepresented in the European one (52.2% of total ones vs 43.7%).

Focusing the attention on industries, among most representative industries both in Europe and in the USA there is “manufacture of electrical equipment” and “manufacture of machinery and equipment not elsewhere classified n.e.c.” (difference up to 1%). Differently, “manufacture of leather and related products” is an industry in which more European companies implemented the relocation, while “manufacture of computer, electronic, and optical products” is more diffused in the USA.

Examining drivers of relocation (Table 3), for both European and US companies three of the four most important drivers are related to the value-based quadrants of the Fratocchi et al.'s (2016) framework, namely: “customer responsiveness

**Table 2** Breakdown of backshoring decisions by home and host region

Host region/country	Europe (%)	USA (%)	Others (%)	World (%)
China	33.8	61.0	45.9	43.2
Asia (other than China)	9.2	11.0	8.1	9.8
Asia (not specified)	2.2	4.0	5.4	2.9
<i>Asia</i>	<i>45.2</i>	<i>75.9</i>	<i>59.5</i>	<i>55.9</i>
Eastern Europe and former USSR	17.6	0.7	10.8	11.7
Western Europe	26.0	7.7	21.6	19.8
Europe (not specified)	0.5	0.2		0.4
<i>Europe and the former USSR</i>	<i>44.1</i>	<i>8.6</i>	<i>32.4</i>	<i>31.9</i>
North Africa and the Middle East	3.7	0.9		2.7
South Africa	0.1	0.0		0.1
Africa (not specified)	0.2	0.2		0.2
<i>Africa</i>	<i>4.1</i>	<i>1.2</i>		<i>3.0</i>
USA	0.4	0.0		0.2
North America (not USA)	2.0	2.3	2.7	2.1
Central and South America	1.5	9.8	2.7	4.3
<i>Americas</i>	<i>3.8</i>	<i>12.1</i>	<i>5.4</i>	<i>6.6</i>
<i>Oceania</i>	<i>0.1</i>	<i>0.2</i>		<i>0.2</i>
<i>Not available</i>	<i>2.7</i>	<i>1.9</i>	<i>2.7</i>	<i>2.4</i>
<i>Total</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>

Source: UnivAQ More reshoring dataset

**Table 3** Breakdown of backshoring decisions by declared motivation<sup>a</sup>

Motivation	Europe (%)	USA (%)	Others (%)	World (%)
Customer responsiveness/vicinityHigher service quality	17.1	27.6	8.1	20.3
Logistics costs (including freight costs)	16.3	28.5	8.1	20.2
Made in effect (home country)	19.5	22.2	5.4	20.0
Delivery time (including delays)	17.3	24.5	10.8	19.5
Offshored poor product quality	16.1	23.1	13.5	18.4
Firm's organizational restructuring	17.6	8.6	16.2	14.5
<b>Adoption of automation and/or other innovative product/process technologies (excluding 3D printing/additive manufacturing)</b>	<b>13.1</b>	<b>11.7</b>	<b>13.5</b>	<b>12.7</b>
Increasing labor cost in the host country (including higher productivity in the home country)	7.6	19.4	18.9	11.9
Total cost of ownership	11.8	11.4	16.2	11.8

Source: UnivAQ More reshoring dataset

<sup>a</sup>Motivations declared by at least 10% of companies at the worldwide level. Motivation belonging to Industry 4.0 in bold

**Table 4** Backshoring motivations cited jointly with the production automation<sup>a</sup>

Motivations	Europe (%)	USA (%)	Others (%)	World (%)
Customer responsiveness/vicinity Higher service quality	12.9	13.6	66.7	13.8
Logistic costs (including freight costs)	8.3	8.2	33.3	8.5
Made in effect (home country)	18.9	10.5		15.6
Delivery time (including delays)	18.4	8.6	50.0	14.8
Offshored poor product quality	13.7	10.1	40.0	12.8
Cost and difficulties in controlling the host country activities	21.8	19.4	50.0	21.4
Vicinity of engineering and production + Firm's strategies focused on product and process innovations	17.2	12.7		15.0

Source: UnivAQ More reshoring dataset

<sup>a</sup>Only motivations cited by at least 10% of companies at the worldwide level

improvement” (20.3%), “made in effect” (20% of total sample), and “delivery time” (19.5%) while “logistics costs” (20.2%) belongs to the cost quadrants. Even if these drivers are relevant for both the subsamples, they were slightly more cited by US companies.

When considering Industry 4.0 technologies, findings by Ancarani et al. (2019) are confirmed since companies only cited production automation and additive manufacturing as drivers for relocation to the home country. However, while automation has been declared a backshoring driver in 12.7% of the sampled decisions (with a slight over-citation by European companies: 13.1% vs. 11.7%), the adoption of additive manufacturing technologies has been considered as a reshoring motivation in only 1.3% of the sampled relocation decisions. Moreover, such a technology has been implemented almost exclusively by US companies (0.5% vs. 2.8%). Finally, only five (four US and one European) out of the 16 firms adopting 3D/additive manufacturing technologies also cited product automation as a driver for the backshoring decision. This finding confirms—at least partially—the Ancarani and Di Mauro (2018) and Ancarani et al.’s (2019) evidence that the two investigated technologies are likely to support different typologies of reshoring decisions. More specifically, both articles suggest that production automation is more consistent with “cost-oriented” and “flexibility-oriented” backshoring decisions while “quality-oriented” ones are better supported by additive manufacturing technologies. However, our data unexpectedly show that—considering only the 10 most cited motivations—production automation has been jointly cited with the following three motivations (all referring to quality-oriented relocation decisions): “cost and difficulties in controlling the host country activities” (21.4% of total companies cite this motivation), “made in effect” (15.6%), and “vicinity of engineering and production” (15%). In contrast, issues regarding production costs (e.g. “total cost of ownership” and “labor costs/productivity”) are jointly cited by less than 10% of the sampled companies adopting production automation (Table 4).

**Table 5** Backshoring evidence citing production automation: breakdown by firm's size

Firm's size	% of total European companies	% of total US companies	% of total other countries' companies	% of worldwide companies
Large	11.5	9.6	10.3	10.9
Medium	18.2	12.6		16.2
Small and micro	12.2	13.3	25.0	12.8
n.a.		33.3	100.0	16.7
Total	13.1	11.7	13.5	12.7

Source: UnivAQ More reshoring dataset

**Table 6** Backshoring evidence citing production automation: breakdown by host region

Host region	% of European companies	% of US companies	% of other countries' companies	% of worldwide companies
Asia	13.6	12.3	13.6	13.0
Europe and the former USSR	12.8	13.5		12.5
Africa	21.2			18.4
Americas	3.2	9.6		7.1
Oceania				
Not available	13.6		100.0	12.9
Total	13.1	11.7	13.5	12.7

Source: UnivAQ More reshoring dataset

Though 3D/additive manufacturing technologies have been cited as a backshoring driver by very few companies (16 out of 1,269), it is worth noting that companies citing such a technology mainly stated their backshoring decisions were based on “cost and difficulties in controlling the host country activities” (5.8% of total companies cited this motivation) and “vicinity of engineering and production” (4%). This finding is consistent with the expectations of Ancarani and Di Mauro, Fratocchi, Orzes, and Sartor (2018), and Ancarani et al. (2019).

Given the little evidence of backshoring decisions implementing 3D/additive manufacturing technologies, further insights may emerge when considering the breakdown of backshoring decisions citing product automation as a driver by size, geography, and industry. As far as size is concerned (Table 5), quite unexpectedly data show this technology—which generally requires high levels of investment—to be mainly adopted by medium-sized companies (16.2% of total firms in the range vs. 10% for the large ones and 12.8% for small and micro ones), especially among European companies.

When considering the geographic issues (Table 6), data clearly show that the adoption of automated production technologies is not influenced by the host region where companies have earlier offshored production activities. Also, this finding is partially unexpected, since one would have expected that backshoring decisions regarding production activities located in low-cost countries (e.g., Asia) would be

**Table 7** Backshoring evidence citing production automation: breakdown by firm's industry<sup>a</sup>

NACE Code	Description	Number of companies at the worldwide level	% of total European companies	% of total US companies	% of total other countries' companies	%
26	Manufacture of computer, electronic, and optical products	153	15.9	7.8	14.3	12.4
28	Manufacture of machinery and equipment n.e.c.	130	11.6	9.8		10.8
27	Manufacture of electrical equipment	128	6.4	17.8		10.2
14	Manufacture of apparel	108	16.3	14.8		15.7
25	Manufacture of fabricated metal products, except machinery and equipment	85	26.2	17.1		21.2
22	Manufacture of rubber and plastic products	73	13.5	12.1	100.0	16.4
10	Manufacture of food products	58	22.4			19.0
31	Manufacture of furniture	52	22.2	4.0		13.5
24	Manufacture of basic metals	21	31.3			23.8

Source: UnivAQ More reshoring dataset

<sup>a</sup>Only industries with no less than 20 companies at the worldwide level

largely supported by automation when compared with medium- and high-cost countries (e.g., Europe). Moreover, it is in contrast with previous findings of Dachs et al. (2019) in terms of higher “Industry 4.0 readiness” of large companies with respect to small and medium ones. A possible explanation for this unexpected result may be represented by latter-day implementation of automated production systems by the medium companies.

Finally, when considering the firms' industry (Table 7) dissimilarities among European and US backshoring decisions clearly emerge. For instance while only 7% of European leather manufacturers declared to have invested in production automation when backshoring, the corresponding value for US companies is 28.6%. In contrast, European companies have highly automated furniture production (22.2%) compared with US ones (4%). This finding seems to confirm that the home country—at least partially—matters when investigating the backshoring decisions (Wan, Orzes, Sartor, & Nassimbeni, 2019).

## 4 Concluding Remarks

The chapter aimed to investigate the relationship (if any) between Industry 4.0 technologies and decisions to relocate earlier offshored manufacturing activities to the home country. To shed new light on this research question, an exploratory approach has been implemented adopting a two-step methodology. First of all a structured literature review has been conducted on a sample of 115 Scopus indexed journal articles published between 2007 and August 2019. This research clearly shows the topic is attracting growing interest among scholars (at least from 2014). However, they mainly focus on specific technologies, namely production automation and 3D printing/additive manufacturing. In any case, findings are not sufficient to be conclusive and seem to be influenced by geographic issues, since automation is not equally implemented in the different Western countries, also because of their different industry structure (i.e., the type of sectors in which local companies operate). Only four journal articles specifically address the relationship between Industry 4.0 technologies and backshoring decisions; moreover, their findings are somewhat contrasting. For instance, Dachs et al. (2019) found a significant and positive relationship (but not also the causality) between the two issues while Ancarani et al. (2019) and Stentoft and Rajkumar (2019) did not discover any connection. This finding might induce the speculation that country-specific issues may influence the obtained results, since Dachs et al. (2019) focus on German, Austrian, and Swiss companies, while Stentoft and Rajkumar (2019) on Danish ones. As clearly showed by analyzing data from the UMRD, the European and US companies that backshored their production based on Industry 4.0 technologies are characterized by some dissimilarities, especially in terms of industry and adopted technology (production automation vs. additive manufacturing). Finally, the geographic dimension deserves a specific note since investments in Industry 4.0 technologies may be influenced by financial aids provided by national and/or local government bodies. In this respect, Ancarani et al. (2019) suggest policymakers should not only offer companies the possibility to reduce the fixed cost belonging to the adoption of Industry 4.0 technologies but also to develop “the necessary digital competencies for the successful exploitation of these technologies” (2018, p. 10). This is consistent with Nujen, Halse, et al. (2018) who state Industry 4.0 investments “have little value unless complemented with employee upskilling programs” (2018, see p. 690). Moreover, authors point out that the use of advanced technologies, as the ones belonging to Industry 4.0, needs to be complemented with other manufacturing competences. In this respect, Lampón and González-Benito (2019) state that backshoring strategies are more likely implemented by companies which improved their key manufacturing resources (e.g., process optimization, technologies, and facilities). Moreover, in the case of backshoring decisions coupled with re-insourcing ones, these competences may be already available within the firm or, more often, have to be redeveloped activating adequate learning process. To sum up, the effective implementation of both Industry 4.0 technologies and backshoring

strategies requests companies to carefully evaluate their readiness and activate proper learning processes.

Another issue emerging as relevant is the one concerning the size. While it is generally expected Industry 4.0 technologies are more easily adopted by large companies, analysis of UMRD data provides evidence that—at least production automation—is mainly implemented by European medium-sized companies and US small and micro ones. Future research should further address this aspect, given the implications in terms of availability of skilled employees (Stentoft & Rajkumar, 2019).

A third question is still open as regards the relationships (if any) between the adoption of a specific Industry 4.0 technology and the strategic aims pursued by the backshoring decision. While Ancarani et al. (2019) and Ancarani and Di Mauro (2018) suggest that production automation is more consistent with “cost-oriented” and “flexibility-oriented” backshoring decisions; data from the UMRD provide evidence that companies adopting this technology were driven by motivations belonging to the “quality-oriented” backshoring decisions.

The previous discussion induces us to conclude that further studies are requested to further investigate the proposed research question. Our study has an explorative aim and is mainly based on secondary data; therefore, our conclusions are not generalizable. However, it may represent a useful state of the art of the academic debate and of backshoring evidence available up to now. In this respect, we suggest future research should couple a longitudinal case study approach with quantitative surveys.

## Appendix

Publication year	Authors	Journal	Automated production system	Additive manufacturing	I4.0 and Backshoring
2007	Kinkel, S., Lay, G., Maloca, S.	International Journal of Entrepreneurship and Small business			
2009	Kinkel, S., Maloca, S.	Journal of Purchasing and Supply Management			
2011	Hogg, D.	Manufacturing Engineering			
2012	Kinkel, S.	International Journal of Operations and Production Management			

(continued)



2013	Baldwin, R., Venables, A.J.	Journal of International Economics			
2013	Canham, S., Hamilton, R.T.	Strategic Outsourcing			
2013	Denning, S.	Strategy and Leadership			
2013	Ellram, L.M.	Journal of Supply Chain Management			
2013	Ellram, L.M., Tate, W.L., Petersen, K.J.	Journal of Supply Chain Management			
2013	Gray, J.V., Skowronski, K., Esenduran, G., Rungtusanatham, M.	Journal of Supply Chain Management			
2014	Arlbjørn, J.S., Mikkelsen, O.S.	Journal of Purchasing and Supply Management	X		
2014a	Bailey, D., De Propris, L.	Cambridge Journal of Regions, Economy and Society	X		
2014b	Bailey, D., De Propris, L.	Revue d'Economie Industrielle			
2014	Fratocchi, L., Di Mauro, C., Barbieri, P., Nassimbeni, G., Zanoni, A.	Journal of Purchasing and Supply Management			
2014	Kinkel, S.	Journal of Purchasing and Supply Management			
2014	Martínez-Mora, C., Merino, F	Journal of Purchasing and Supply Management			
2014	Mugurusi, G., de Boer, L.	Strategic Outsourcing			
2014	Tate, W.L.	Journal of Purchasing and Supply Management	X		
2014	Tate, W.L., Ellram, L.M., Schoenherr, T., Petersen, K.J.	Business Horizons	X		

(continued)

2014	Wu, X., Zhang, F.	Management Science			
2014	Zhai, W.	Economic Modelling			
2015	Ancarani, A., Di Mauro, C., Fratocchi, L., Orzes, G., Sartor, M.	International Journal of Production Economics	X		
2015	Belussi, F.	Investigaciones Regionales			
2015	Fox, S.	Technology on Society			
2015	Grandinetti, R., Tabacco, R.	International Journal of Globalisation and Small Business			
2015	Grappi, S., Romani, S., Bagozzi, R.P.	Journal of the Academy of Marketing Science			
2015	Gylling, M., Heikkilä, J., Jussilä, K., Saari-nen, M.	International Journal of Production Economics			
2015	Razvadovskaja, YV., Shevchenko, I. K.	Asian Social Science			
2015	Sardar, S., Lee, Y. H.	Mathematical Problems in Engineering			
2016	Abbasi, H.	Journal of Textile and Apparel Technology and Management	X		
2016	Ashby, A.	Operations Management Research			
2016	Bals, L., Kirchoff, J.F., Foerstk, K.	Operations Management Research	X		
2016	Barbieri, P., Stentoft, J.	Operations Management Research	X		
2016	Foerstl, K., Kirchoff, Bals, L.	International Journal of Physical Distribution and Logistics Management	X		

(continued)

2016	Foster, K.	Journal of Textile and Apparel Technology and Management	X		
2016	Fratocchi, L., Ancarani, A., Barbieri, P., Di Mauro, C., Nassimbeni, G., Sartor, M., Vignoli, M., Zanoni, A.	International Journal of Physical Distribution and Logistics Management	X		
2016	Huq, F., Pawar, K. S., Rogers, H.	Production Planning and Control			
2016	Joubioux, C., Vanpoucke, E.	Operations Management Research			
2016	Lavissière, A., Mandjá, K., Fedi, L.	Supply Chain Forum			
2016	Młody, M.	Entrepreneurial Business and Economics Review			
2016	Moradlou, H., Backhouse, C.J.	Proceedings of the Institution of Mechanical Engineers, Part B: Journal of Engineering Manufacture			
2016	Presley, A., Meade, L., Sarkis, J.	Supply Chain Forum			
2016	Robinson, P.K., Hsieh, L.	Operations Management Research			
2016	Saki, Z.	Journal of Textile and Apparel Technology and Management	X		
2016	Sardar, S., Lee, Y. H., Memon, M.S.	Sustainability			
2016	Srai, J.S., Ané, C.	International Journal of Production Research	X		
2016a	Stentoft, J., Mikkelsen, O.S., Jensen, J.K.	Operations Management Research	X		

(continued)

2016b	Stentoft, J., Mikkelsen, O.S., Jensen, J.K.	Supply Chain Forum	X		
2016a	Stentoft, J., Ohlager, J., Heikkilä, J., Thoms, L.	Operations Man- agement Research	X		
2016	Sutherland et al.	CIRP Annals - Manufacturing Technologies			
2016	Uluskan, M., Joines, J.A., Godfrey, A.B.	Supply Chain Management			
2016	Zhai, W., Sun., S, Zhang, G.	Operations Man- agement Research	X		
2017	Benstead, A. V., Stevenson, M., Hendry, L.C.	Operations Man- agement Research	X		
2017	Bettiol, M., Burlina, C., Chiarvesio, M., Di Maria, E.	Investigaciones Regionales			
2017	Brandon-Jones, E., Dutordoir, M., Frota Neto, J.Q., Squire, B.	Journal of Opera- tions Management			
2017	Bye, E., Erickson, K.	Research Journal of Textile and Apparel			
2017	Chen, L., Hu, B.	Manufacturing and Service Operations Management			
2017	Delis, A., Driffield, N., Temouri, Y.	Journal of Busi- ness Research			
2017	Fel, F., Griette, E.	Strategic Direction			
2017	Gray, J.V., Skowronski, K., Esenduran, G., Rungtusanatham, M. et al.	Journal of Opera- tions Management			
2017	Hartman, P.L., Ogden, J.A., Withlin, J.R., Hazen, B.T.	Business Horizons			
2017	Moradlou, H., Backhouse, C. J., Ranganathan, R.	International Journal of Physi- cal Distribution and Logistics Management	X		

(continued)

2017	Schmidt, A.S.T., Touray, E., Hansen, Z. N. L.	Production Engineering			
2017	Tate, W.L., Bals, L.	International Journal of Physi- cal Distribution and Logistics Management	X		
2017	Uluskan, M., Godfrey, A. B., & Joines, J. A.	Journal of the Textile Institute	X		
2017	Wiesmann, B., Snoei, J.R., Hilletoft, P., Eriksson, D.	European Busi- ness Review	X		
2017	Yegul et al.	Computers and industrial engineering			
2017	Zhao, L., Huchzermeier, A.	European Journal of Operational Research	X		
2018	Ancarani, A., Di Mauro, C.	IEEE Engineer- ing Management Review	X	X	X
2018	Bailey, D., Corradini, C., De Propriis, L.	Cambridge Jour- nal of Economics			
2018	Baraldi, E., Ciabuschi, F., Lindahl, O., Fratocchi, L.	Industrial Mar- keting Management			
2018	Barbieri, P., Ciabuschi, F., Fratocchi, L., Vignoli, M.	Journal of Global Operations and Strategic Sourcing	X	X	
2018	Boffelli, A., Golini, R., Orzes, G., Dotti, S.	IEEE Engineer- ing Management Review			
2018	Di Mauro, C., Fratocchi, L., Orzes, G., Sartor, M.	Journal of Pur- chasing and Sup- ply Management	X		
2018	Engström, G., Hilletoft, P., Eriksson, D., Sollander, K.	World Review of Intermodal trans- portation research	X		
2018	Engström, G., Sollander, K., Hilletoft, P., Eriksson, D.	Journal of Global Operations and Strategic Sourcing	X		

(continued)

2018a	Fratocchi, L.	World Review of Intermodal Transportation Research		X	
2018	Grappi, S., Romani, S., Bagozzi, R.P.	Journal of World Business			
2018	Hasan, R.	Journal of Textile and Apparel Technology and Management	X	X	
2018	Heikkilä, J., Nenonen, S., Olhager, J., Stentoft, J	World Review of Intermodal Transportation Research	X		
2018	Heikkilä, J., Martinsuo, M., Nenonen, S.	Journal of Manufacturing Technology Management	X		
2018a	Johansson, M., Olhager, J.	International Journal of Production Economics			
2018b	Johansson, M., Olhager, J.	Journal of Manufacturing Technology Management			
2018	Moore, M.E., Rothenberg, L., Moser, H.	Journal of Manufacturing Technology Management	X	X	
2018	Moradlou, H., Tate, W.	World Review of Intermodal Transportation Research		X	
2018	Nujen, B.B., Halse, L.L., Damm, R., Gammelsæter, H.	Journal of Manufacturing Technology Management	X	X	
2018	Pal, Harper, Vellesalu	The International Journal of Logistic Management	X		
2018	Sirilertsuwan, P., Ekwall, D., Hjelmgren, D.	International Journal of Logistics Management			
2018	Stentoft, J., Mikkelsen, O. S., Jensen, J. K., Rajkumar, C.	International Journal of Production Economics	X		

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2018	Theyel, G., Hofman, K., Gregory, M.	Economic Development Quarterly			
2018	Vanchan, V., Mulhall, R., Bryson, J.	Growth and Change	X	X	
2018	Yu, U.-J., Kim, J.-H.	Journal of Fashion Marketing and Management			
2018	Nujen, B.B., Mwesiumo, D.E., Solli-Sæther, H., Slyngstad, A.B., Halse, L.L.	Journal of Global Operations and Strategic Sourcing	X	X	
2019	Ancarani, A., Di Mauro, C., Mascali, F.	Journal of World Business	X	X	X
2019	Barbieri, P., Elia, S., Fratocchi, L., Golini, R.	Journal of Purchasing and Supply Management	X		
2019	Ciabuschi, F., Lindahl, O., Barbieri, P., Fratocchi, L.	European Business Review			
2019	Dachs, B., Kinkel, S., Jäger, A., Palčič, I.	Journal of Purchasing and Supply Management			
2019	Fjellstrom, D., Fang, T., Chimenson, D.	Journal of Asia Business Studies	X		
2019	Gadde, L.E., Jonsson, P.	Journal of Purchasing and Supply Management			
2019	Hiltefth, P., Eriksson, D., Tate, W., Kinkel, S.	Journal of Purchasing and Supply Management			
2019	Hiltefth, P., Sequeira, M., Adlemo, A.	Expert Systems with Applications			
2019	Oshri, I., Sidhu, J. S., Kotlarsky, J.	Journal of Business Research			
2019	Johansson, M., Olhager, J., Heikkilä, J., Stentoft, J.	Journal of Purchasing and Supply Management			
2019	Luthra, S., Mangla, S.K., Yadav, G.	Journal of Cleaner Production			

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2019	Perrone, G., Bruccoleri, M., Mazzola, E.	International Journal of Pro- duction Economics			
2019	Mohiuddin, M., Rashid, M.D.M., Al Azad, M.D.S., Su, Z.	International Journal of Logis- tics Research and Applications			
2019	Orzes, G., & Sarkis, J.	Resources, Con- servation & Recycling			
2019	Piatanesi, B., Arauzo-Carod, J. M.	Growth and Change			
2019	Sayem, A., Feldman, A., Ortega-Mier, M.	BRQ Business Research Quarterly	X		
2018	Talamo, G., Sabatino, M.	Contemporary Economics			
2019	Thakur-Werns, P.	Journal of Global Operations and Strategic Sourcing			
2019	Wan, L. Orzes, G., Sartor, M., Di Mauro, C., Nassimbeni, G.	Journal of Pur- chasing and Sup- ply Management			
2019	Wan, L. Orzes, G., Sartor, M., Nassimbeni, G.	Journal of Pur- chasing and Sup- ply Management			
2019	Dachs, B., Kinkel, S., Jäger, A.	Journal of World Business	X		X
2019	Stentoft, J., Rajkumar, C.	International Journal of Pro- duction Research	X		X
Total			42	10	4

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