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THE CLUSTER INITIATIVE AS A SPECIAL ECONOMIC PROJECT: EUROPEAN AND UKRAINIAN PRACTICES

Abstract. The article examines the European and Ukrainian practices, on cluster initiatives as a special development of economic projects. It is noted that in connection with the development and spread of globalization processes in the world increases competitiveness in the market and enterprises need to introduce new ways to strengthen the competitiveness and development of their production capacities. It is determined that the cluster is a stable system of enterprises and institutions associated with the production of innovative products, using the achievements of self-developing research institutions, training and education of research organizations and commercial structures, stimulating entrepreneurial activity in science and commercialization of progressive technologies. Emphasis is placed on the fact that the trends of the new cluster economy cause the following processes: Globalization and localization of business, production, capital, as processes of movement to integrated actions, targeted involvement of the country's potentials, industries, priority resources. Primary sphere of exchange, increasing influence of financial authorities, financial oligarchy, financial markets as an element of supercontrol, hyper-power, centers of influence on changes in the reproduction of national products. Rapid information progress and sustainable priorities of comprehensive intellectualization of labor in all spheres of human activity, capacity building of the knowledge system and its tools of influence on the new man, etc. It is noted that world practice shows that when a cluster is created, all the industries within it begin to support each other. Competitive suppliers contribute to the development of consumer industries in the country.

They provide them with technology, stimulate the development of common factors of production, and generate new producers. A single industry, competitive on the world market, can create a number of new interconnections, providing access to skilled labor, taking advantage of family diversification, or encouraging the emergence of new divorces. Overview that the development of cluster economy will contribute to the development of territorial communities and infrastructure of the regions, stimulate demand for education, now going through hard times, stop the outflow of human capital with subsequent employment in Ukraine, as well as stimulate innovation among young people, help improve their competitiveness in the global economic and political arena.

Keywords: state, clusters, competitiveness, initiatives, market, support, stimulation.

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КЛАСТЕРНА ІНІЦІАТИВА ЯК ОСОБЛИВИЙ ЕКОНОМІЧНИЙ ПРОЄКТ: ЄВРОПЕЙСЬКА ТА УКРАЇНСЬКА ПРАКТИКИ

Анотація. Розглянуто європейську та українську практику щодо кластерних ініціатив як особливого розвитку економічних проєктів. Наголошено, що у зв'язку із розвитком та поширенням глобалізаційних процесів у світі збільшується конкурентоспроможність на ринку і підприємствам потрібно впроваджувати нові шляхи для зміцнення конкурентоспроможності та розвитку своїх виробничих потужностей. Визначено, що кластер — це стабільна система підприємств та інститутів, пов'язана з виробництвом інноваційної продукції, що використовує досягнення науково-дослідних інститутів, що саморозвиваються і навчання науково-дослідних організацій та комерційних структур, стимулюючи

підприємницьку діяльність у науці та комерціалізацію прогресивних технологій. Акцентується увага на тому, що тенденції нової кластерної економіки викликають такі процеси: глобалізацію та локалізацію бізнесів, виробництв, капіталів як процеси руху до інтегрованих дій, цільового залучення потенціалів країни, галузей, пріоритетних ресурсів. Первинність сфери обміну, нарощення впливу фінансової влади, фінансової олігархії, фінансових ринків як елементу надконтролю, гіпервлади, центрів впливу на зміни у відтворенні національних продуктів. Стрімкий інформаційний прогрес і стійкі пріоритети комплексної інтелектуалізації праці в усіх сферах людської діяльності, нарощення потенціалу системи знань та її інструментів впливу на нову людину та інше. Відзначено, що світова практика демонструє, що при створенні кластера всі галузі, що входять до нього, починають підтримувати одна одну. Конкурентоспроможні постачальники сприяють розвиткові галузей споживання у країні. Вони забезпечують їх технологіями, стимулюють розвиток загальних факторів виробництва, породжують нових виробників. Одна галузь, конкурентоспроможна на світовому ринку, здатна створити низку нових взаємозв'язків, забезпечуючи доступ до кваліфікованої робочої сили, користуючись перевагами сімейної диверсифікації або заохочуючи появу нових шляхом розлучення. Узагальнено, що розвиток кластерної економіки сприятиме розвиткові територіальних громад та інфраструктури областей, стимулюванню попиту на освіту, яка наразі переживає важкі часи, зупиненню відпливу людського капіталу з подальшим працевлаштуванням на території України, а також стимулюванню розвитку інноваційної діяльності серед молодів, яка допоможе підвищити свою конкурентоздатність на світовій економічній і політичній арені.

Ключові слова: держава, кластери, конкурентоспроможність, ініціативи, ринок, підтримка, стимулювання.

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Introduction. Creation of cluster economy will be implemented in a new concept of scientific and technological development, the introduction of the latest digital technology is associated with the intensification of scientific and innovative processes. The country needs to constantly improve the level of competitiveness on the world stage, so it is necessary to create new cluster initiatives, which will stimulate the development of the productive potential of the country. Ukraine has a large number of industrial enterprises, which need new decisive actions for their introduction into the global market environment, so it is necessary first of all to analyze the European experience of cluster initiatives and compare it with the Ukrainian.

Study analysis and problem statement. The study of cluster initiatives is devoted a lot of attention among Ukrainian and foreign scientists, among them it is necessary to allocate: Pankova L. I. [1], Karpenko A. V. [2], Kuznetsova A. I. [7], Basilyuk Ya. B. [2].

The purpose of this article is to conduct research of cluster initiatives as a special economic project on the basis of European and Ukrainian practice on the basis of existing scientific and economic literature and statistical data.

In connection with the setting of this goal, we face a number of scientific and research tasks, namely:

- To study the European practice of cluster initiatives;
- Determine the trends of the new cluster model of economy;
- Analyze the Ukrainian experience of cluster initiatives and determine the number of clusters in Ukraine;
- Develop recommendations for stimulating the development of cluster initiatives in Ukraine.

Results. In the modern world competition between subjects of international economic relations is increasing. At the same time there is a question of finding ways to increase national competitiveness of the economy in the conditions of global integration processes. The issue of creating economic clusters and the cluster approach as a tool for increasing the competitiveness of the region and individual economic subjects is widely enough discussed in economic sciences.

However, some authors share the opinion that the main goal of economic clusters is to increase the national and international competitiveness of its members through commercial and non-commercial cooperation, research and innovation, education, training, and support policies.

Integration changes, which are the modern showcase of the Ukrainian European movement, and new formats of more open interaction with world markets, involve primarily the formation of a modernized vision of the mechanisms of implementation of public policy to ensure sustainable economic development of the regions and the country as a whole. Modern trends of complication of competitive relations, the corresponding processes of integration and disintegration of the national economy and disruption of established economic relations with the outside world constitute the negative aspects of economic development and significantly complicate the socio-economic relations with external stakeholders.

In the theoretical aspect, revealing the essence of cluster as an economic category, there is no unity and unambiguity in the definition. This situation affects the practical component of the problem of using clustering in the security of economic growth of the region. Now the cluster approach is the most widely used as a factor of regional economic development. Therefore, it is natural to highlight the innovative cluster component. A cluster is a stable system of enterprises and institutions associated with the production of innovative products, using the achievements of self-developing research institutes, training and education of research organizations and commercial structures, stimulating entrepreneurial activity in science and commercialization of progressive technologies.

In particular, C. Bevilacqua, I. G. Anvers, G. Cantafio and P. Pizzimenti studied the strategies of local clusters [8], I. S. Terzeil considered the mechanisms of strategic management of petrochemical cluster in the Republic of Tatarstan [9], A. V. Kostenko analyzed the methodological approaches to building a cluster development strategy [10].

Public policy can cover a wide range of strategies and tools that can solve problems in the market, manage the development of the private sector and interact with various stakeholders. The Economic Commission for Europe recognizes the importance of entrepreneurial regional initiatives and proposes to integrate regional strategies at the national level, so that they interact and complement each other in the national policy framework. It is proposed to ensure the active participation of the main innovation actors in the development and implementation of the strategy. This will identify their potential and develop the necessary measures for its implementation.

In world practice, the implementation of interactions in the local environment takes place with the help of cluster initiatives, which are becoming popular in conditions of increased competition and are created to strengthen their own positions, mainly small and medium enterprises, gaining an increasing importance of market advantage compared to the isolation of their own activities. It is the innovation clusters, the so-called «growth points», that enable all levels of innovation policy to be combined and coordinated, since they concentrate resources and create a favorable environment for economic breakthrough in the form of innovation. They promote competitiveness at the micro-, meso- and macrolevels, rapid innovative development of local territories, facilitate access of enterprises to various resources and technologies, reduce financial risks, etc. [4].

Crisis trends in Ukrainian industry were developing long before the COVID-19 pandemic. During 2019—2020, downward trends were recorded in the export-oriented industries of metallurgy (-13.6%) and machine-building (-22.1%). Even then, the crisis in Ukrainian industry acquired signs of systemic nature. The determining factor in deepening of crisis trends was reduction of internal and external demand for products and aggravation of logistic problems, decline in world prices for metal products, demand reduction and restrictions on export of Ukrainian metal products by EU countries and the USA. According to the World Bank Group experts' forecasts the quarantine measures in Ukraine will lead to GDP decrease on the level of -3,5—7,7%, and the total losses of the state and local budgets may reach UAH 150—200 billion. The crisis caused by COVID19 will have a significant impact on income and consumption in Ukraine. In 2021, Ukraine is expected to restore economic growth and its acceleration in subsequent years due to high global demand for

agricultural products, lower prices of imported energy products and the continuation of structural reforms in cooperation with international partners [2].

As noted by the European Secretariat for Cluster Analysis «Clusters are complex and dynamic structures, subject to constant change. Strong clusters can contribute to economic growth, using the innovative and business potential of the region. New job opportunities, new products and services, new companies, new R&D activities, and new patents can result from cluster activities. Moreover, cluster organizations can be powerful tools to identify and address new (mega) trends and act as change agents to modernize industry, regional economic development, or accelerate entrepreneurship. For example, clusters can be used as a strategic tool to facilitate the adoption of advanced technologies, digitalization, new business models, low-carbon and resource-efficient solutions, creativity and design, social economy, etc.» [3].

Trends in the modern world economy determine a large number of changes, which are more progressive and regressive, contradictory and, on the contrary, harmonious, accelerating the development of a new model of economy — cluster. Fig. 1 shows the trends of the new cluster model of economy:

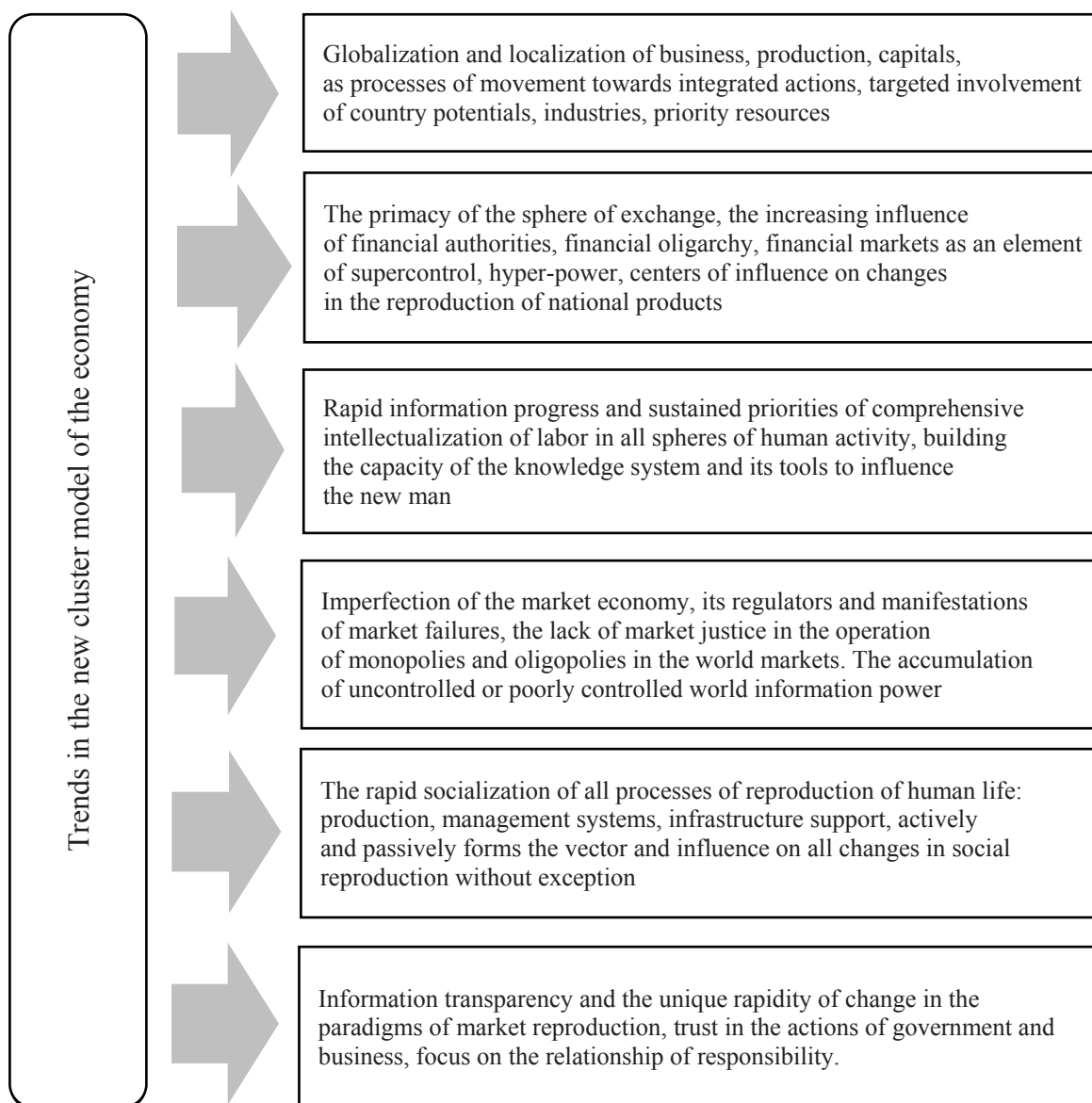


Fig. 1. Trends in the new cluster model of the economy

Source. [1].

According to the world experience, innovative clusters are issued by an effective means of regional development, they offer an opportunity of simultaneous decision of sufficient quantity of problems of strategic management, introduction, and development of new technologies (strengthening of competitiveness of territories, spheres of activity (especially the newest technologies), development of alliances and joint ventures etc.). Saturation and obtainment of high innovative activity of innovation clusters. Saturation and obtainment of maximum possible innovative activity of innovative clusters is a necessary condition for creation of national innovative system and effective innovative economy. Features of the European Union innovation policy include strong institutional support for the competitiveness of innovation clusters, significant strengthening of economic and geographic specialization (smart specialization) across all borders given the location of socio-economic and S&T activities in Europe, development of large-scale investment incentives (co-financing programs, wide implementation of non-financial management levers, etc.). The European government pins high hopes on the cluster approach to innovation and development of regions that become a competitive advantage of countries (regional innovation clusters), such as the regions of innovation in Silicon Valley. However, the world-famous Silicon Valley is primarily the result of market reactions, not deliberate government action on subsidies, which is likely to demotivate business and cause direct damage to states. It is not the quantity of new products that is decisive, but their quality that ultimately affects the effectiveness of investment in the creation and development of innovation. The cluster strategy of country competitiveness is most obviously implemented by the following countries: Belgium, Denmark, Netherlands, Germany, France, and Finland. Almost every third company in these countries is innovative. So, the world practice shows that when a cluster is created, all industries within it begin to support each other. Competitive suppliers contribute to the development of consumer industries in the country. They provide them with technology, stimulate the development of common factors of production, generate new producers. A single industry, competitive on the world market, is able to create a number of new interrelationships, providing access to skilled labor, taking advantage of family diversification, or encouraging the emergence of new divorces. Advantages appear in all spheres of communication, and active competition in one sphere extends to other spheres of the cluster.

In September 2020 at the initiative of a number of enterprises and organizations of Zaporizhzhya in accordance with the signed Memorandum of Cooperation between the Association of Industrial Automation Enterprises of Ukraine (APPAU) and the Zaporizhzhya Chamber of Commerce (ZTPP) with the participation of the National University «Zaporizhzhya Polytechnic» the creation of a professional association of entrepreneurs, scientists and business associations was started. In November with the support of Appa and the German Federal Company Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) GmbH by order of the German Government for the development of clusters in the field of industrial hightech was registered GS «Zaporizhzhya cluster» Engineering-Automation-Machine building [5].

Development of Zaporizhzhya cluster «IAM» and the processes of clustering in general in Ukraine provides the creation and implementation of a set of measures: partial funding of analytical studies of the cluster structure, the definition of objectives and directions of its development; the creation of regional centers of knowledge exchange in clusters, attracting interested organizations to joint activities within the cluster; implementation of programs to facilitate the entry of cluster enterprises to foreign markets, conducting joint marketing research; increasing the efficiency of the cluster's development.

In addition, international and so far, small Ukrainian experience demonstrates such advantages of production schemes based on the cluster model [7]:

- by involving enterprises of different sizes and forms of ownership in production, they provide a combination of specialization of production, on the one hand, and flexibility of this process, on the other hand;
- clusters allow to increase the volume of production and services, and in addition, due to the use of economics of scale, reduce the cost of production per unit of products and services;

- the cluster organization of production provides a wider use of innovative technologies;
- cooperation of enterprises in clusters allows increasing the processes of specialization and distribution of labor force;
- -expanding the flow of ideas between companies and using the innovative potential of a larger number of workers in the international sphere;
- the expansion of activities allows the creation of new jobs and increases the social responsibility of businesses;
- the orientation of many enterprises towards the production of one kind of product and the provision of one kind of service allows a more efficient use of local natural resources.

It should be noted that today there are 30 clusters in Ukraine, *Fig. 2* shows their geographical location:

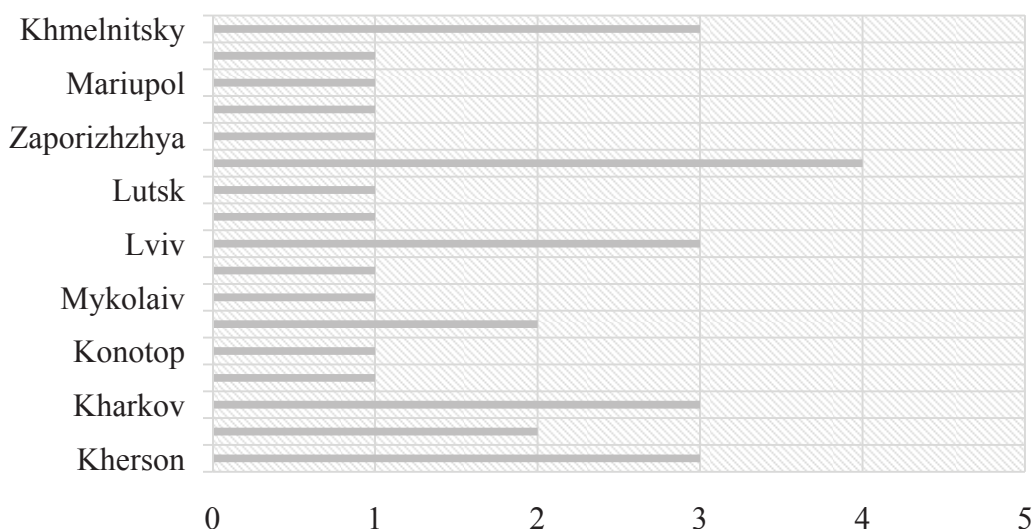


Fig. 2. Number of clusters by regions?

More clusters are located in the city of Kyiv, this demonstrates that the capital attracts a large amount of investment and human capital, three clusters are located in Lviv, Kharkiv and Kherson. The first two belong to scientific and industrial centers, which is connected with the presence of scientific institutions.

In our opinion, it must be emphasized that the development of the cluster economy will contribute to the development of territorial communities and infrastructure of the regions, stimulate the demand for education, now going through hard times, stop the outflow of human capital with subsequent employment in Ukraine, and stimulate the development of innovative activities among young people, who will help improve their competitiveness in the global economic and political arena.

The areas of activity of these clusters are as follows (*Fig. 3*).

Fig. 3 shows that the IT-industry attracts the most attention, this is due primarily to the growing demand for this direction among Ukrainian, unfortunately a large number of engineering enterprises are now on the verge of bankruptcy, so in percentage terms it takes a very small share of the total number of established clusters in Ukraine.

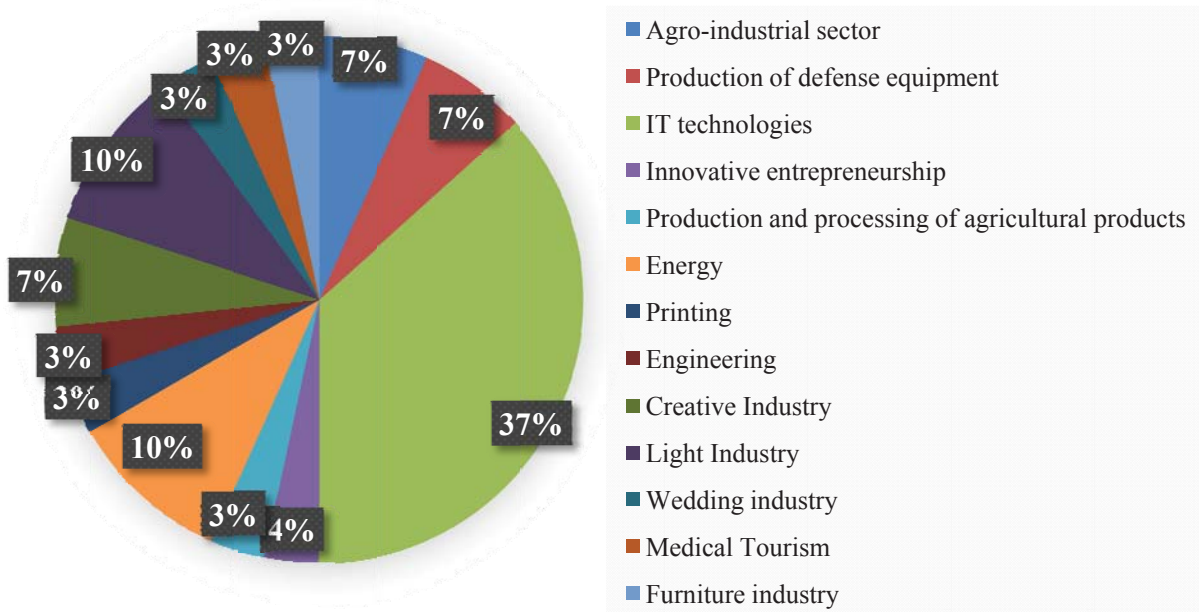


Fig. 3. Exploring clusters by industry

On the basis of the study, it is necessary to propose the following steps that can increase the development of cluster initiatives and stimulate the development of the Ukrainian economy:

1. Cluster policy accompanies the development of industrial and regional policy, so it is necessary to unite industrial enterprises in the territory of cities into single areas of clusters on the basis of research institutes.

2. On the part of the state it is necessary to strengthen the provision of resources for the functioning of enterprises and the introduction of full-scale coordination between ministries and created cluster initiatives.

3. The development of favorable legislation, will provide more opportunities for the successful functioning and implementation of programs for the development of cluster initiatives for the next decades.

4. Creation of a separate ministry which will stimulate the development of clusters in Ukraine and will deal with the expansion of markets for domestic cluster initiatives.

5. Attract international macroeconomic and technical assistance to upgrade equipment at already existing enterprises, will be combined into single clusters.

6. On the part of the Ministry of Education, to create on the basis of universities a program that will invite young scientists and scientists to develop innovative products and services, as well as economic support for researchers in the high-tech sphere.

A large number of countries in the world pay a lot of attention to the development of clusters. Unfortunately, in Ukraine there are a forked number of enterprises that had large production capacities, but obsolete equipment, military aggression and inefficient management led to the crisis state of the past industrial giants. Cluster initiatives will help to ensure the competitiveness of enterprises and will serve as a basis for creating an innovative strategy of state development.

Conclusions. Development of cluster initiatives in Ukraine can stimulate the acceleration of economic development of the country, strengthening its competitiveness, will improve the quality of scientific and technological developments and improve the investment climate. European experience shows that Ukrainian clusters have the prospects of reaching the leading positions in the market, for this the leadership of the country should take steps that can accelerate the development of clusters in the country and provide them with decent conditions of functioning.

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