

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

UDC 332.146.2

УДК 332.146.2

Zh. V. Derii, Doctor of Economic Sciences,
Associate Professor,
I. O. Zhurba, Candidate of Economic
Sciences, Associate Professor,
T. I. Zosymenko, Candidate of Economic
Sciences, Associate Professor

Ж. В. Дерій, д. е. н.,
доцент,
І. О. Журба, к. е. н.,
доцент,
Т. І. Зосименко, к. е. н.,
доцент

METHODOLOGICAL PROVIDING OF THE CLUSTER-BASED POLICY DEVELOPMENT**МЕТОДОЛОГІЧНЕ ЗАБЕЗПЕЧЕННЯ РОЗВИТКУ КЛАСТЕРНОЇ ПОЛІТИКИ**

Urgency of the research. Global structural changes in the world economy with transition of the developed countries to the sixth technological structure, that is characterized by qualitatively new criteria and standards. They are achieved through structural changes as in economy in general and in separate branches and enterprises that provide technological breakthrough on the innovative base.

Target setting. World experience of creating and implementing cluster-based policy states about complexity of this managerial process, its informational capacity, methodological fullness variability in approaches to creating and implementing cluster policy.

Actual scientific researches and issues analysis. Current world experience of creating methodology of cluster-based policy found its reflection in the works of authors: A. Marshall, M. Porter, T. Andersson, K. Ketels, L. Young, T. Harris, A. Amosha, M. Voynarenko, V. Geits, S. Sokolenko, V. Fedorenko, V. Ilchuk, O. Finagina. etc.

Uninvestigated parts of general matters defining. In the scientific works problems of organization and management by clusters are lightened, but until now studying of methodological providing of the cluster-based development and creating is not complete.

The research objective. The aim of this article is generalization of methodological providing of cluster-based policy creating and development.

The statement of basic materials. Cluster-based policy as an efficient direction of economic policies in the system of active stimulating of the regions. It was proved that even in conditions of complicated, centuries-long and multi scenic economy development of Ukraine the cluster covering processes present new possibilities, acceleration, change and acquire distinguishing features of the European economic area.

Conclusions. System cluster policy oriented to solving the difficult tasks with multi target orientation of the national industrial complex development – is future for Ukraine. Development and use only some cluster-based policies oriented to support big business will not give positive result for the national economy.

Keywords: cluster; methodology; regional policy; synergy; institutionalization; strategy.

DOI:10.25140/2410-9576-2017-1-2(10)-49-54

Актуальність теми дослідження. Глобальні зрушення у світовій економіці пов'язані з переходом розвинутих країн до шостого технологічного укладу, якому притаманні якісно нові критерії і стандарти. Вони досягаються через структурні зміни як в економіці загалом, так і в окремих галузях і підприємствах, що забезпечують технологічний прорив на інноваційній основі.

Постановка проблеми. Світовий досвід формування та реалізації кластерної політики свідчить про складність даного управлінського процесу, його інформаційну ємність, методологічну наповненість та різноманіття в підходах до формування та реалізації кластерної політики.

Аналіз останніх досліджень і публікацій. Сучасний світовий досвід розробки методології кластеризації знайшов своє відображення у працях авторів: А. Маршала, М.Портера, Т.Андерсона, К. Кетельса, Л. Янга, Т. Харріса, О. Амоші, М. Войнаренка, В. Гейця, С. Соколенка, В. Федоренка, В. Ільчука, О. Фінагіної та ін.

Виділення недосліджених частин загальної проблеми. У наукових працях висвітлюються проблеми організації та управління кластерами, але до цього часу є неповним дослідження методологічного забезпечення розвитку та формування кластерної політики.

Постановка завдання. Метою статті є узагальнення методологічного забезпечення формування та розвитку кластерної політики.

Виклад основного матеріалу. Розглянуто кластерну політику як ефективний напрямок економічної політики в системі активного стимулювання розвитку регіонів. Доведено, що в умовах складного, багатовекторного та мульти-сценарного розвитку економіки України саме процеси кластеризації надають нових можливостей, прискорення, змін та набувають характерних ознак європейського економічного простору.

Висновки. Системна кластерна політика, орієнтована на вирішення складних завдань, з багатоцільовою орієнтацією розвитку національного господарського комплексу – це майбутнє для України. Розвиток і використання тільки деяких видів кластерної політики, орієнтованої на підтримку великого бізнесу не дадуть позитивного результату для національної економіки.

Ключові слова: кластер; методологія; регіональна політика; синергія; інституціоналізація; стратегія.

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Urgency of the research. Global structural changes in the world economy with transition of the developed countries to the sixth neo industrialized technological structure, that is characterized by qualitatively new social, resource and high ecological criteria and standards. They are achieved through structural changes as in economy in general, activation of the cluster covering processes and in separate branches and enterprises that provide technological breakthrough on the innovative base. Cluster-based policy follows and stimulates processes of informational economy development of society, business environment activation, improving the territories image.

Target setting. Cluster-based policy was recognized by the world community as an efficient direction of economic policies in the system of active stimulation of the regions and branches development. World experience of creating and implementing cluster-based policy states about complexity of this managerial process, its informational capacity, methodological fullness. Nowadays, science has already got experience of many countries that is already has been studied, systemized by definite directions, investigated from the position of the efficient managerial technologies and etc. Not only variability in approaches to creating and implementing cluster based policy but as well issues of their supporting tools, their institutionalism, reflection in strategic documents and concepts of the countries and regions development were stated. Availability of both positive, and negative manifestations and the results of cluster covering processes were defined by many authors [5; 6; 8].

Actual scientific researches and issues analysis. Methodology of the cluster-based policy arising, creating and development has not the same definitions in various countries and by different researches. Current world experience of creating methodology of cluster-based policy found its reflection in the works of foreign authors: A. Marshall [5], M. Porter [6], T. Andersson [8], K. Ketels, L. Young, T. Harris and others. Among the Ukrainian ones should be noted the works of A. Amosha [1], M. Voynarenko [2], V. Geits [3], S. Sokolenko, V. Fedorenko, V. Ilchuk [4], O. Finagina [7] and others.

Uninvestigated parts of general matters defining. In works of these authors problems of organization and management by clusters are lightened; competitiveness and creating competitive advantages; definition of the efficient activity of clusters and their influence on increasing inland regional product, gross national product and economic development of the country in general but until now studying of methodological providing of the cluster-based development and creating is not complete.

The research objective. The aim of this article is generalization of methodological and methodical aspects providing of cluster-based policy creating and development of the region considering foreign experience.

The statement of basic materials. Provided conditions of political and corporate elite globalization of different countries they build their geo economic strategies and ways of modernization of the economy, that have the purpose to provide them rightful place in new hierarchy of interrelations. By this, the developed countries of the world concentrate their efforts to keep the dealership in the world innovative production and secure technological gap from other countries [1].

Synergy of innovative policy with cluster-based one takes place. In the process of creating cluster-based policy accumulation of knowledge system (knowledge base) is provided, it a new idea of the development perspectives of this type of managerial influence on the economic activity of people in conditions of informational economy. Nowadays this knowledge is defined as independent segments and get awareness as directions of the regional management:

1. Knowledge system about development of the cluster-based economy as a real phenomena of many countries of the world and the European Union;
2. Theory and methodology of the cluster covering processes;
3. Experience of institutionalization of the cluster covering processes ;
4. Activating the network business performing;
5. Diagnostics, monitoring, analytical investigations, ratings of the cluster entities;
6. Managerial technologies of the cluster entities regulating and supporting, etc.

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Accumulation of the world experience, its definition and implementing in form of the cluster-based policy in system idea of the informational progress gets its reflection in this role that is related as a tool of competitiveness increasing of the national economic complexes.

As real results of the efficient cluster policies in the whole world are recognized: providing high rates of economic growth (branches of informational industry of the USA); creating scientific-production entities (Germany – pharmaceutical industry); touristic business (Turkey) and others. [8]

According to the Ukrainian scientists arising and spreading of the clusters create new model of the economy characterized by high competitiveness and investment attractiveness, provide, in full amount, needs of general public in goods and services. Cluster covering of the economy – is the way to high level and quality of the standard of living of the general public. Clusters creation and development are provided on conditions of: technological relationships of the definite economic subjects that function because of the common final result; definite geographical nearness of the definite economic subjects that are connected technologically and economically among each other; innovation ability in sphere of economic relations and management, as well focusing considerable intellectual resources by potential subjects of the cluster entity; intensive exchange of informational resources, knowledge, advanced technologies, know-how; efficient use of internal and external investments; supporting by governmental structures innovative ideas and favorable business-environment that are oriented to the positive changes in economy for the welfare rise of the general population; regionalization of the economic policy that is based on the regional priorities of the economic development of the country [4. p. 68-69].

To define the strategic perspective of the cluster-based policy within the economy of Ukraine it is necessary to accurately evaluate and scientifically base advantages of our country within organization of the scale process of cluster covering. We'd like to offer the idea of the advantages of the process of cluster covering considering of already existing national and foreign experience, peculiarities of the national market environment development, perspectives of the branch development and other components of competitiveness of the national economy.

Advantages complex and availability of the managerial interests in conducting the process of cluster covering create the cluster potential. Evaluation of the cluster potential is future of the regional management, need in such researches only receives its formation and recognition.

On the base of target further information processing by the technologies of cluster analysis, involving modern technologies of the processing big massive data (data mining) it is possible to receive definition of appropriateness and priority of the processes of cluster covering (by input data). Such conclusion can be received only on the base of the market, its segments, peculiarities of the process of the resources and technologies concentration and centralization, identity of market relations and perspectives of the regional resource potential studying.

Methodic and procedures development of the market environment evaluation is due to the search of the optimal variants and considering particular national characteristics of elaboration and introducing cluster-based policy according to the regional business environment.

Let's submit methodological grounding of the principles of the policy implementing in relation to the clusters and we position them in accordance to the defined directions of the cluster-based policy creation in conditions of the economy of Ukraine. In practice, such principles should be laid into strategic plan documents; they should be followed to and actively used. Let's group them from position of general scientific and special character.

The first group – a group of general scientific nature. To it are related key principles: scientific evidence, planning, predictability, information transparency, consistency, synergy; primacy of national interests over the regional ones and business interests, unity in the system of economic and industrial policy, effectiveness evaluation, informational and managerial integration, relations harmony, etc.

The second group. It includes principles of the special nature and target orientation of the cluster processes regulating: cluster selectivity, prevalence of the market influence tools, but not the adminis-

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trative mechanisms and instruments, maximal activity, truth and mutual understanding decentralization.

These groups of principles complete each other and assume their continuous replenishment and diversification. In their active and passive interrelation, they create communicative field and paradigm of the relations in the process of the cluster-based policy elaboration (Fig. 1)

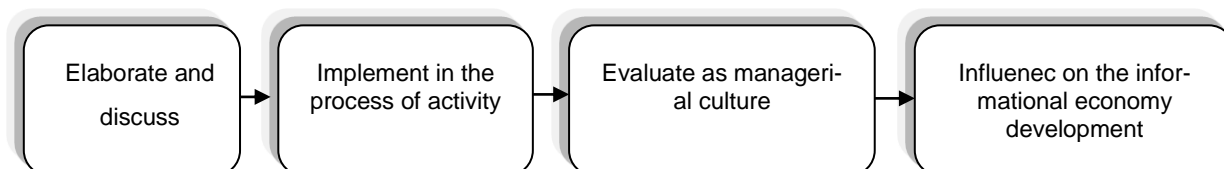


Fig. 1. Paradigm of the relations in the process of elaboration and using of the cluster-based policy

Source: complied by authors

We should support the opinion of the scientists that in the regional management system at the present moment independent managerial approach to stimulating territories development – the cluster approach, has been created. Its advantage lies in unique possibilities to stimulate simultaneously of:

- market environment and its infrastructure providing;
- branch combining and enterprises combining as of one and different branches;
- stimulating of the coordination and specialization processes.

As a specific peculiarity of the cluster approach the unique possibility of positioning, public discussing, elaboration and the most efficient business ideas implementation has been recognized, that in the process of performing will have the form of the cluster initiatives.

Scientific and methodological instruments of the cluster approach are new the newest, they are rather characterized by classical filling on account of such instruments: cluster organization; legal support; support of the communicative environment; integrations with the authorities activity; integration with the science and education.

Combination of instruments is actually available in all cluster-based policies of the world, that have their public recognition and system manifestation. In Ukraine there is no its own national model of the cluster development, the cluster-based policy (both on the society level, and on the level of the regions). That's why arise actual issues of adaptation on the experience such instruments implementation and their system launch as a mechanism of stimulating the territories development.

Creating of the theoretical and methodological basis of the cluster-based policy envisages system studying and knowledge accumulation concerning the processes of:

- national and regional economy development from position of key economic interests and harmony development stimulating;
- use of the cluster covering potential , its positive and negative influence on the existing indexes and processes of manifestation;
- evaluation of the changes in the regional and branch management from position of scientific-technical and social progress;
- institutional basis creation of the cluster covering process;
- technologies involving on elaboration and implementing target projects and programs;
- studying the experience of the resultative and so-called "losing" clusters, etc.

Regions are those parts of the industrial complex, development of which will be able to make even decisive influence on the future development of Ukraine. The state movement to the market goes not so flatly. Nowadays two multidirectional processes are being developed. On one side, these are political cataclysms, reforms inconsistency, legislation instability. They lead to the balance breach in economy, decline in production and investment activity, capital outflow abroad and, as a result, considerable decrease standard of living of the majority of population. On the hand, structural reconstruction of the industrial complex takes place, small privatization has been finished and big privatization is coming

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to an end. Small and medium business is being increased and improved, big business is being organizationally formed. Market infrastructure is being quickly created – network of commodity and stock exchanges, informational agencies, commercial banks, audit and consulting companies. These two processes, creating the block of interdependent and not interdependent problems (uneven investment flows, high qualified work force outflow, considerable “openness” of markets for import), characterizing economic development of Ukraine, in many aspects define future of the regions. Solving set of the problems on improving markets and market infrastructure development is a target of the state and regional authorities [7].

Conclusions. In conditions of complicated, centuries long and multi-scenic economy development of Ukraine namely the processes of cluster covering give new possibilities, changes acceleration and acquire characteristic peculiarities of the European economic sphere. The cluster-based policy namely should be the tool of changes accelerating on account of inner resources using and the best world experience involving and adaptation.

The result of the cluster-based policy implementing for Ukraine in conditions of its active development in direction of the market environment should become process of mass recognition of the inland markets efficiency from position of such processes as:

1. Liquidation of the market “breakdowns”, elimination of insufficient development of the market environment.
2. Increase of domestic demand and domestic offer as an effect of capacity increase of the inland market.
3. Arise of new market segments according to the development direction of the global scientific-technical and social progress.
4. Increase of export orientation of the domestic producers.
5. Stimulation of the processes of business increase and strengthening its competitive positions on the world markets.
6. System commercialization of the national innovation products.
7. Social orientation of the cluster initiatives and mass process of social clusters creation.
8. Organization and efficient functioning of technological parks, techno polices, business incubators and business accelerators as tools of real business activating.
9. Increase of enterprises and working places number.

System cluster policy oriented to solving the difficult tasks with multi target orientation of the national industrial complex development – is future for Ukraine. Development and use only some cluster-based policies oriented to support big or oligopolistic business (market types and their examples of projecting on the cluster covering process have been submitted) will not give positive result for the national economy and progress on issues of the European integration. Only complex use of all types of the cluster-based policy, accurately oriented to creation national model of economy of the cluster-based economy and improving business environment quality will provide the economic effect and performance in the relations paradigm” authorities-business-population”.

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Received for publication.12.03.2017

Бібліографічний опис для цитування:

Derii, Zh. V. Methodological providing of the cluster-based policy development / Zh. V. Derii, I. O. Zhurba, T. I. Zosymenko // Науковий вісник Полісся. – 2017. – № 2 (10). Ч. 1. – С. 49-54.