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Стаття надійшла до редакції 19.09.2013 р.

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UDS [631.152:631.111.4] 001.76

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Clusters as a form of enterprise's competitiveness management

Scientific problem. Nowadays, with the development of market forms of economic activity in Ukraine is changing economic and social relations that affect on the foundations of the development of regions and local self-governments. The main tasks of local self-government in the system of regional economy has traditionally been the creation of conditions for stable economic development of businesses operating in the area, the support of the required standards of living, the supply of population with full nutrition through the stable development of agriculture. Especially for Ukraine, especially in the increasing globalization and competition, the issue of the rapid development and promotion of the effective development of cluster groups becomes especially important and has absolute perspective, especially in terms of changes occurring in the world economy, which in the forefront of owning quality is a new kind of resource, namely information, innovations and intellect.

Analysis of recent researches and publications. The analysis of recent researches and publications which found the discussion of this issue and are relied on, are allocated to un-

solved problems to which the article is devoted to. Native scholars over the past decade actively continued development of the basic ideas of the cluster approach, among which are scientific researches of Z. Varnaliy [2], M. Vojnarenko [3], V. Geets [4], P. Laik [7], B. Paskhaver [10], and many others.

However, despite the large number of researches devoted to the cluster approach, there is a significant number of unresolved issues related to its applicability as a part of a regional mechanism for managing the competitiveness of enterprises.

The objective of the article of the research is to study current issues of a formation of a cluster as a form of competitiveness in management of enterprises aimed at sustainable economic development of businesses.

Statement of the main results of the study. The global and domestic economy form a new paradigm of development, parts of which are the growing relationship between capital markets and new technologies, the development of the knowledge of economy, increased social orientation of new technologies, global pattern of development and results of research and operations. Research in this area forced to create or update organizational structures involved in

the production and further realization of scientific knowledge and technologies, small, medium and large companies, universities, laboratories, parks, techno and so on. As the practice shows, the most successful enterprises and economic system in the modern form of economic growth is such an organizational form as a cluster [11, p. 325].

The founder of the theory of cluster development is M. Porter, who studied this problem based on studies of the competitive position of more than 100 branches around the world. M. Porter believes that no national industry can not achieve the competitiveness in the foreign or domestic market without the nascence and strengthening of a number of supporting and related industries that make up a system set out in his theory as a cluster [12, p. 221].

Cluster is geographically concentrated groups of interconnected companies in various industries, as well as dependent from activities of organizations (educational institutions, research institutes, advertising agencies, trade journals, trade institutions) which has a huge progressive impact on economic development of a country and is a new way of structuring the economy, organization theory and practice of economic development [12, p. 207].

Modern cluster is a voluntary association of companies that is not necessary for the same industry but is linked technologically and economically to produce competitive products [1, p.10].

Nowadays competitive advantages in the regional economy increasingly are determined by its ability to produce the restructuring of the economy, to improve the skill level of its workforce, to cooperate with other regions and even countries to implement joint programmes, to introduce new organizational forms.

Nowadays clusters are one of the most effective forms of regional innovation development, according to which not individual companies will compete but the entire systems which reduce their costs through joint technology cooperation of companies.

The term cluster (from English-cluster – a group of the same elements gathered or occurring closely together) means combining of several homogeneous elements, which can be con-

sidered as an independent unit that has certain qualities.

Porter gave the definition of the cluster as a group of interconnected companies promoting geographically and linked with some organizations operating in the defined area, characterized by common activities and interacting with each other [12, p. 7].

According to Voynarenko M. P. cluster is a territorial and sectoral voluntary association of companies that cooperates closely with research institutions and local authorities to improve the competitiveness of its products and economic growth in the region [3, p.4].

That is why logical aim of cluster creation may be an economic development and competitiveness of the enterprises and the whole region not only in domestic but also in foreign markets. To create a cluster is to make a range of economic, legal and humanitarian efforts, while ensuring certain basic conditions for regional development. Organizational union members in the cluster can be done in various forms - from setting between free enterprise partnerships based on trust business, up to a hard association by creating legal persons in the form of society in which commercial non-government structures are partners, and contributors may be state-owned enterprises. However, as their contribution can be considered an intellectual property.

Developing the clusters one can use the following sources of information: statistical data analysis focused on identifying of specialization in the field of employment, interviewing of experts, the results of the joint work in agricultural policies which is hold in, aimed at projects to integrate businesses.

The economy which is based on clusters is a model of a competitive economy and an attractive investment that provides a high level and quality of populations life.

Ukraine has weak points in the development of clusters, even for a country with its income. Local models that were historically developed did not help in the creation of clusters, but rather opposed to them. The economy of the country is still paying for it. In comparison with the progressive countries of the developed economic the weak points of Ukraine are business and financial services. The main reason for

the existence of such economic structure is historical: planned economy was focused on manufacturing and services were seen as something less important, or as a part of the large vertically integrated companies.

Ukraine is characterized by the needs for widespread formation of effective “growth points”, which in most cases require the participation of many regions. Due to this, one of the tasks of government is to develop mechanisms of cooperation in the creation of clusters not only between business and government, but also between the authorities in the following areas:

- coordination of positions on issues identifying perspective clusters;
- formation (taking into account the priorities of all stakeholders) agreed areas of work;
- the selection and implementation of important for the state and regions of complex projects cluster development;
- regulatory legal support interaction;
- information-analytical support of interaction.

Choosing the mechanisms of cluster formations in economy include:

1. Direct financial participation of the state.
2. Financing infrastructure.
3. Indirect regulation of business.

Such propositions provide a basis of economic competitiveness of the country and the region. First of all they include the institutional framework for the providing of economic activity relating to the formation of the business without of the expected gains of specific groups of businesses.

The use of cluster approach is only possible in close cooperation between regional and businesses and can fully realize this indirect effect. In addition, cluster initiatives encourage the flow of foreign investments into region, as large international companies usually prefer to invest in those regions and countries where there are clusters that formed in the required fields, or at least there is a background for their formation.

A distinctive feature of the cluster is the occurrence within it a number of positive effects, first of all effect of scale production. Its basis is the existence in one of the companies a core of

a cluster to produce a certain kind of products and services.

Another positive effect which is a characteristic of clusters is the effect of compass. In general, the effect of a compass occurs when a factor of production exists, which can be used simultaneously to produce some kinds of products. This factor is characterized by multifunctional nature. In the grouping of firms in clusters a compass effect is greatly increases because there is the possibility to use multi-factor on a variety of businesses minimizing costs of transaction connected with its transmission.

The third positive effect of a cluster is a synergy effect that occurs within total product standardization. In the action of these three effects (scale, compass and synergy) non-profit enterprises of a cluster can overcome the lower border of profitability through specialization providing productivity of labor and reduce the cost of manufactured goods. Thus, firms of a cluster have more competitive advantages.

Creating of clusters in Zaporizhzhya region is one of the most effective mechanisms to improve competitiveness of a region, ensure stable economic development, contributing to:

- increasing of level and quality of life;
- increasing of national security;
- sustainable economic development;
- formation of economic potential development.

The main conditions for the development of clusters in Zaporizhzhya region are:

- presence in the region of businesses that interact within a single business process and use the competitive advantages of the region to market segments that are dynamically developing.

- presence in the region a large number of small and average enterprises that use similar technologies and professional specialization focused on the production of one or more types of products;

- the existence in Zaporizhzhya region of big scientific organizations with high entrepreneurial culture in scientific field, qualified specialists, available production facilities and infrastructure necessary for business organizations;

- presence in the region structures which would support industrial development: indus-

trial parks, industrial zones, innovation and industrial complexes, agency of sub-contract relationship and partnership;

- availability of a Chamber of Commerce and trade associations;
- the orientation of the regional administration in the maintenance and development of clusters.

Organization of a union in clusters can be done in various forms - from setting between free enterprise partnerships based on trust business, up to a hard association by creating legal persons in the form of society in which commercial non-state structures are partners, and contributors may be state enterprises. At the same time as their contribution can be considered as an intellectual property.

In the development of clusters can be used the following sources of information: statistical data analysis focused on identifying specialization in the field of employment, interviewing of experts and the results of the joint work of the industrial policy directed to the projects to integrate the enterprises.

Selection of potential clusters was based on three criteria: the effect of base: enterprises of a cluster are making a significant contribution to the GRP growth and increasing the employment of a population, competitiveness: products of a cluster are represented at regional, national and global markets, rates of a market growth and profitability of an industry. Dynamically developing target markets.

On the basis of the formation of models of clusters in the region is the principle of unification of voluntarily interconnected enterprises (agricultural and processing), specialized suppliers, service providers, research and educational institutions, financial institutions, government authorities, etc. connected with technological chain [9].

Backgrounds of the appearing of agro-industrial cluster in the economy of Zaporizhzhya region are:

- the structure of an enterprise that is historically developed in the region;
- the presence of very close cooperation relations between economic agents in the production, processing, financing, marketing and so on agricultural products;

- industrial and agricultural profile of the region, self-sufficient supply of land and labor resources;

- tendency to engage in agricultural production, which is reflected in a very common and effective functioning of the personal and ancillary farms;

- the minimum costs of modern technologies in the formation and development of a cluster of this type in the region;

- infrastructure that has been made requires upgrading, but not artificial formation of the "empty" place;

- regional project of sustainable rural development of Zaporizhzhya region, but the cluster provides a comprehensive and systematic approach and does not focuses on the administrative resources (as in the project as a management company), and the initiative, enterprises that are interested in, their associations.

Recommendations for the appearing of agro-industrial cluster in the area are based on:

- favorable climatic conditions;
- availability of land and labor resources;
- presence of strong linkages between economic agents in the production, processing, marketing and so on of agricultural products;
- the efficiency of functioning of peasant farms and private farms.

Conclusions. Thus, nowadays the use of a cluster approach is necessary for the revival of domestic production, the improvement of efficiency of innovational regional development, the achievement of a high level of economic development and competitiveness:

1. New manufacturers coming from other industries force their development by stimulating scientific research and providing the necessary aims to imply new strategies.

2. Free exchange of information takes place and rapid dissemination of news through the suppliers or customers who have contacts with numerous competitors.

3. Interconnections within the cluster are often unexpected and lead to new ways of competition and generate new possibilities.

4. Human resources and ideas form new combinations

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The article has been received 08.10.2013

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Новини АПК

Державна продовольчо-зернова корпорація у лютому приступить до нових форвардних закупівель

З лютого Державна продовольчо-зернова корпорація розпочне закупівлі зерна майбутнього врожаю. Планується, що державний оператор закупить понад 1 млн т збіжжя за форвардними контрактами та ще 1млн – за спотовими. Здебільшого це буде кукурудза, яку активно купують торговельні партнери України. На форвардні та спотові закупівлі планується виділити близько 4 млрд грн. Про це повідомив Міністр аграрної політики та продовольства України Микола Присяжнюк.

До форвардних закупівель приступив і Аграрний фонд. Він планує законтрактувати 1,2 млн т зерна врожаю 2014 року, зокрема продовольчої пшениці, жита та фуражного ячменю. Аграрний фонд може спрямувати на форвардні закупівлі близько 2 млрд грн. «На сьогодні Аграрний фонд вже розпочав закупівлі – у його планах закупити 1 млн 200 тис. т зерна. Це допоможе гарантувати забезпечення продовольчої безпеки, а також мінімізувати цінові коливання на внутрішньому ринку. Крім того, такі механізми дають можливість доступу аграріїв до більш дешевих коштів у період високих відсоткових ставок комерційних банків», – наголосив Міністр.

Прес-служба Мінагрополітики України