

ZNAČAJ INOVATIVNIH KLASTERA U UNAPREĐENJU KONKURENTNOSTI NJEGOVIH ČLANOVA I TERITORIJE U CELINI

THE IMPORTANCE OF INNOVATIVE CLUSTERS IN IMPROVING COMPETITIVENESS OF ITS MEMBERS AND THE TERRITORY AS A WHOLE

Ludmila Prigoda ¹

Summary

Economic policy aimed at supporting clusters and their companies significantly differs from policy aimed at supporting separate core companies. Selective methods of state assistance and support give place to general measures of clusters infrastructure development. For clusters the availability of infrastructure, high potential of specially trained personnel, sufficient number of channels of business cooperation adapted to the needs of the cluster of the territorial and industrial orientation and etc. - is a key factor in maintaining competitiveness.

One of the most important results of the cluster management organization is the maintenance of competitiveness of companies within the innovative clusters, business development centers, advertising agencies, etc. This is achieved through sustainable vertical links (chains of purchases and sales, actions on the target markets, contractual relationships of participants, etc.), as well as horizontal links (additional services, outsourcing, joint exhibitions, auctions) of cluster members. The advantages of clusters compared with other forms of organized cooperation are that their members are not essentially merged, but create a well-established mechanism of cooperation, allowing to cooperate productively with economic agents on many levels and at a large number of positions.

An example of the effective functioning of innovative and oriented cluster is District Business Development Center, which was formed in the Arkhangelsk region (Russia) includes business incubators, technology centers, leasing companies, consulting firms, and others.

It is clustering of territory economy that is one of the major factors of increasing their competitiveness. This is due to the increased activity of governments in stimulating of innovations, which, as a rule, are "attracted" by clusters, development of social partnership, improvement of personnel skills.

Thus, the competitiveness of the territories as a whole, and formed clusters increases as the clustering processes are focused not only on the use of existing resources in the territory, but also on the creation of innovative infrastructure, formation of human capital, promotion of entrepreneurship. And as in the present economic situation, when the competition has been steadily increasing on a global scale, the competitive advantages are created and maintained through localized processes. Territorial clusters play one of the leading roles among them.

¹ Maikop State Technological University, Maikop. Russia

However, spontaneous clusters, as practice shows, are not formed more than half of the cases. It updates the significance of forming earmarked policy of supporting the established and projected clusters.

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