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REGIONAL RENEWAL AND DEVELOPMENT OF UKRAINE'S ECONOMY ON THE BASIS OF CLUSTER POLICY

Andrii Karpenko*

*National University «Zaporizhzhia
Polytechnic»,
Zaporizhzhia, Ukraine*

ORCID ID: 0000-0002-5717-4349

Natalia Karpenko

*National University «Zaporizhzhia
Polytechnic»,
Zaporizhzhia, Ukraine*

ORCID ID: 0000-0002-9301-3649

Heorhii Reznichenko

*Zaporizhzhia National University,
Zaporizhzhia, Ukraine*

ORCID ID: 0000-0003-3172-2981

**Corresponding author email: karpenko.a.v2@gmail.com*

Abstract. The article is devoted to the study of the process of state development of territories through the system of clusters. The state program which defines priority branches for development and formation of clusters has been analyzed, the regions needing cluster development for the purpose of achievement of economic growth have been determined. The paper investigated the impact of clusters on the economic growth of the European Union, their role in job creation, and prospects of their introduction into the Ukrainian economy. Particular attention is paid to the policy of regional economic growth while ensuring conditions for competition and anti-monopoly legislation. The paper demonstrates the success of cooperation between the EU and clusters to ensure their international competitiveness and remove trade barriers in the European market. In addition, the study pays attention to the need to create conditions for economic development of the territory, the introduction of support mechanisms for cross-border industrial and technological parks, economic and industrial areas, the creation of cross-border clusters. Statistical data are shown, according to which clusters in the EU provide 54 million jobs and wages are higher by 3%. In the study it was **found** that the innovative nature of cluster alliances would help develop competitive industries in Ukraine: helicopter and aircraft construction and production of advanced titanium alloys. The development of clusters in strategic industries will help the Ukrainian economy substitute imported components and create new jobs. Therefore, the prospect of cluster implementation and the creation of a targeted administrative policy will create a favourable effect on the economic development of the regions and could revive economically depressed regions. Having analysed the EU example of cluster management, development and support the main administrative documents that regulate this process were identified. Their legislative study and implementation into Ukrainian administrative management will help to create new innovative clusters, implement effective management strategies and ensure transnational cooperation.

Keywords: cluster, cluster policy, regional development, state support, administrative methods.

JEL Classification: H83, L51, O31.

INTRODUCTION

The global trends of economic processes and societal changes in recent years, caused by the post-pandemic consequences and the aggravation of relations in the distribution of resources and zones of influence, have increasingly demonstrated the inevitability of instability and the spread of conflict sentiments. The polarization of society and Russia's imperial ambitions led to full-scale aggression against Ukraine on 24 February 2022. The substantial losses of Ukraine's economy from the war (physical capital alone exceeds \$90bn) are increasing on a daily basis. And today there is the super complex question of finding and justifying priority areas for the recovery and development of Ukraine's economy. As the territory of Ukraine is one of the largest in Europe and attractive to the world community according to a number of criteria, the attention and external pressure on the transformation processes are not subsiding. The chosen priorities are complicated by the post-Soviet past, which constrains the effectiveness of democracy, the whole process of transition to market capitalism and European integration.

It is known that economic growth is one of the priorities of any state. Research of many academic economists, who have already developed and substantiated many theories of economic growth and key success factors and international experience of regional development allows us to state the importance of clustering processes. Cluster formations based on the resources available in the region make it possible to mobilize them and achieve a positive economic effect through synergy. The creation of clusters contributes to strengthening regional specialization and allows increasing the synergy effect. It is this direction that we see today as one that would enable faster regeneration of Ukrainian regions and facilitate access to the international market through offering our own innovative and competitive products. The state should define today the cluster policy as a priority.

In the current context of military action in Ukraine, and the consequent destruction of many infrastructure facilities and logistics links, clustering of enterprises is becoming a more urgent issue.

LITERATURE REVIEW

Theoretical aspects of cluster policy have been studied by many scientists. Among foreign scientists we should highlight the groundwork made by M. Porter, the founder of cluster theory, who revealed the features of the phenomenon of clustering in a competitive environment, defined the essence and main features of cluster, the role of clusters in creating innovation and new business, analyzed and justified the preconditions and main stages of cluster development (M. Porter, 1990). Noteworthy are the conclusions made by Young Lawren E. concerning the coordinated interaction of cluster organizations within a close location in order to cooperate more quickly and closely, and to develop innovations (Young Lawren E, 1995). The work of J.-B. Zimmerman and Frederick Richen examines the place and role of clusters in the global knowledge-based economy (J.-B. Zimmerman, F. Richen, 2008). Studies by T. Roelandt and P. Hertog substantiate conclusions about cluster construction by participants in the value chain (T. Roelandt, P. Hertog, 1999). Among the Ukrainian scientists it is advisable to note the work of M. Voinarenko where clusters as important elements of the institutional economy are noted, the directions of improvement of the institutional environment and mechanisms of cluster development, etc. are substantiated. (M. Voinarenko, 2011). The study by Bezvushko Y. studied the impact and role of clusters in the revival and development of the economy of Podolia (Y. Bezvushko, 1999), and the works of Pushkar T.A. - The world experience of formation and development of network and cluster associations (T. Pushkar, V. Fedorova, 2021).

Despite the multidimensional range of research on the prerequisites for achieving economic development of regions, the cluster method of development in Ukrainian practice has not been investigated for a long time. The study of reasons and mechanisms of cluster management and support in the EU will allow to determine effective administrative and legal methods of implementation in Ukraine.

PAPER OBJECTIVE

The purpose of this paper is to investigate the processes of clustering and the implementation of EC experience in the regional context and the development of Ukraine's economy on the basis of a cluster policy.

METHODOLOGY

In the process of scientific research, general scientific and special research methods were used. The method of system-structural analysis and synthesis was applied to innovation policy which is implemented by means of clusters. The method of scientific desk research of various sources and normative-legal acts is also used. The relationship between the policies outlined in the Strategy and the cluster policy in the area of its implementation was analyzed.

RESULT AND DISCUSSION

The invasion of Ukraine by the Russian army has led to a new reality, which forces businesses to once again reconsider their own capacity for recovery, stabilization and development. It becomes relevant to build new ties while disrupting stable resource inputs, production, logistics and potential demand. The aforementioned circumstances once again entail a new push for consolidation of Ukrainian society, which is gradually manifesting itself through the expansion of the cluster initiative.

Clusters and cluster policy are at the centre of economic research in today's economic environment. The reason for so much research and attempts at implementation is the effectiveness of clusters as elements of the economy. Due to globalization processes and constant competition from MNCs, small enterprises or underdeveloped regions are not always able to withstand international competition. MNCs by their very nature possess a large number of resources: financial, scientific, human and sometimes political. Their competitors, whether operating in local markets or going international, cannot cope with this level of competition. The result is the economic decline of certain regions or the closure of businesses, resulting in job losses. That is why, when innovation becomes the main driving force of dynamic development of social production, and economic growth is based on innovation with active use of modern scientific and technological achievements, the ability to produce and commercialize innovations, the interaction of various market actors in the cluster community is important. The main task of clusters or cluster associations is to combine local research centres and enterprises, to ensure efficient use of resources and production of innovations.

Clusters are formed in order to strengthen own business positions, to gain more significant advantages on the market compared to stand-alone own activities. Clusters allow uniting and coordinating all levels of innovation policy, as they provide concentration of resources and create a favorable environment for economic breakthrough through innovation, promote competitiveness at the micro-, meso- and macro-level, rapid innovative development of local territories, easier access for enterprises to different resources and technologies, reduction of financial risks, etc. (A.V. Karpenko, 2018). The clusters ensure the collaboration and synergy of scientists, business, authorities and the public, they are based on developed legal support and discipline, development of institutions of trust and responsibility, tolerance and solidarity in society.

According to the definition, an economic cluster is a network of enterprises and institutions in a specific geographical environment. A cluster consists of manufacturing companies, suppliers of raw materials and services, enterprises operating in related fields and public institutions (e.g. research centres, university, etc).

According to Michael Porter's theory, a cluster is a group of geographically neighboring interconnected companies (suppliers, producers, etc.) and related organizations (educational institutions, public administration, infrastructure companies) working in a particular area and complementing each other (M. Porter, 1990). In other studies, we can see this position on clustering, as "these agglomeration economies manifest themselves in clusters - geographical concentrations of related industries and related institutions. In regional clusters, firms and related institutions (i.e. trade organizations, universities and local governments) can work more efficiently and innovate faster through sharing common technology, infrastructure, pools of knowledge and skills, resources and responding to local customer requirements (M. Delgado, M.E. Porter, S. Stern, 2015).

The formation of clusters is not new to Ukraine. The impetus for the creation of new clusters has already happened several times in the last decades. However, the experience of their development shows that the duration of active cooperation period is predominantly insignificant – 1 – 3 years, and then it fades away. In Ukraine, the development of clusters has not been systematic for a long period of time. This is due to a number of negative factors: the absence of regulations on the definition and regulated set of measures to create clusters in Ukraine; no approved programme of cluster development; weak information support for the creation and development of clusters; insufficient interest of enterprises to unite; lack of appropriate investors; irrational approaches to the organization and management of cluster activities in domestic practice and insufficient attention of authorities at all levels to cluster development issues, In addition, clustering problems arise primarily due to poor business interaction discipline and compliance practices, often threatening the loss of business or parts of it through raiding or other illegal activities. A significant obstacle is the lack of interest of government representatives to initiate and support various kinds of associations without personal interest (A.V. Karpenko, N.M. Karpenko, 2021).

Consequently, for a long time the cluster movement in Ukraine was poorly organized at the national level and grew mostly spontaneously, as there were no responsible bodies in the central government, relevant national policies or cluster development programs.

Table 1

Types of government influence on clusters

Types of influence	Characteristic
Remuneration policy	Allocating funding to priority sectors for development
Cluster leverage policy	Creation of subsidies or grants to indirectly influence the cluster or its efficiency, regional or sectoral subventions
Central administration	Creation of centralized cluster management, state intervention in cluster life, forced merging of enterprises
Market impact	Creating government order, increasing competition policy, removing trade or fiscal barriers

Source: Own compilation

Using the data in Table 1 (developed by the authors), it is possible to draw conclusions about the main principles of governmental influence on clusters. Analyzing the Ukrainian dimension, it should be noted that according to the Decree of the Cabinet of Ministers of Ukraine "On Approval of the State Regional Development Strategy for 2021-2027" of 5 August 2020, Annex 2 to the Strategy, called "Operational objectives and main tasks for achieving strategic goals" (On approval of the State Strategy for Regional Development for 2021-2027) points out the

need to comprehensively promote the reindustrialization of agglomerations and large cities on the basis of innovation, involving the creation and development of regional economic clusters for the efficient and sustainable use of resources, and the integrated development of an innovative economy.

A special attention in the State Strategy is given to the "Development of the territories of the Ukrainian part of the Danube region and cross-border cooperation", which involves the creation of conditions for the economic development of this territory, the introduction of support mechanisms for cross-border industrial and technological parks, economic and industrial areas and the creation of cross-border clusters.

The Strategy also pays attention to "Social and economic transformation of territories where coal mining and coal processing enterprises are under closure", but the cluster formation and development issue is not considered in this task. However, it is known that the modernization of the economies of industrial regions cannot be achieved rapidly without current losses and substantial investment. The development and implementation of scenarios of structural and technological modernization of industrial regions of Ukraine should be carried out as part of the long-term economic development strategy of the country" (M. M. Yakubovsky, V.I. Lyashenko, 2016).

The territory of Dnipropetrovsk, Zaporizhzhia, Poltava, Donetsk and Kharkiv regions accounts for a large volume of industrial production in Ukraine. This industrial load has a negative impact on the anthropogenic, environmental and social state of these regions, which leads to necroindustrial processes. However, in contrast to the practice of developed countries these problems are not on the government's agenda and there is no strategic shift towards modernization and overcoming the negative effects on the respective territories, no consolidation of different stakeholders is ensured.

The European experience proves that a significant role in cluster development is played by the government at the central or regional level in order to ensure technological development and restructuring of the economy. Because clusters increase the depth of processing of products, create new value within the network, ensure concentration of economic activity, expand the market, increase competitive advantage, generate new value chains, create systemic synergies and are a priority in the actions of government at different levels (A.V. Karpenko, N.M. Karpenko, 2021b). The evidence is the cluster policies developed and implemented. The aim of the European cluster policy "is to help develop clusters of global significance with competitive production and supply chains that cross various sectors". Identifying the important role of clusters and targeted cluster policy, the European Commission (Industrial cluster policy. Internal Market, Industry, Entrepreneurship and SMEs) notes that there are 3,000 specialized clusters in Europe, providing 54 million jobs. These clusters show stability during economic crises and contribute to job growth. Wages in these clusters are 3% higher and 67,700 enterprises in the fast-growing clusters had more employees than other enterprises (35 as opposed to 24) (Industrial cluster policy. Internal Market, Industry, Entrepreneurship and SMEs).

EU member countries have traditionally differed in their innovation and regional strategies from those of other countries. The strategies always included horizontal actions of industrial policy which pursued a neutral position from the point of view of the sector and the industry and was oriented towards improvement of general conditions and creation of possibilities for innovation development (development of higher education institutions, human resources, creation of intellectual property objects, development of IT infrastructure and increasing the scope and efficiency of scientific and research activities, etc.) (A. Karpenko, N. Karpenko, O. Doronina, 2021).

Strategic decisions in Ukraine are not easily implemented, thus there is a lack of clarity and synergy between the Development Strategy and practical implementation. Thus, according to the Order of the Cabinet of Ministers of Ukraine from December 16, 2020 "On approval of the list of priority investment projects for the state until 2023" among the defined projects only in one place attention is paid to clusters: division of Cherkasy region into clusters for the purpose of introduction

of the complex system of solid domestic waste management (On approval of the list of priority investment projects for the state until 2023). Therefore, in the practical implementation of the state policy as opposed to certain priorities in the regional development strategy, no attention is paid to the development of regional clusters, only the division of the area into clusters, in order to better manage production with waste is stated.

Among the prospects for regional development through clusters are the promising investment projects listed in the "List of priority investment projects for the state until 2023". One of the prospects for regional development is the implementation of an import substitution strategy. Thus, the "List of priority investment projects for the state until 2023" defines one of the important goals of design and research work for the production of components and materials for the AN-1x8 family of aircraft – and their serial production, modernization of the AN-124-100 aircraft. The list also includes the organization of serial production of turbine blade forgings for the machine-building, aircraft and helicopter industries; these forgings will also be important for the development of the shipbuilding industry. In order to fulfill this list it is necessary to create a cluster association on the basis of Zaporizhzhia enterprises: Motor Sich JSC, Ivchenko-Progress SE, ZDARZ, Migremont SE, Zaporizhzhia Titanium-Magic Plant LLC. It is the development of imported products cluster that will contribute to the development of Zaporizhzhia region. This cluster will also play an important role in the international environment, as international companies do not buy parts for aircraft and helicopter building from Russia due to sanctions, but the need for such parts remains. Determining international demand and the international environment for parts and components for the aircraft industry will help determine strategic directions for the development of production facilities and create new jobs in the region. Construction of new and development of existing enterprises to modernize and repair aircraft will enhance the international image of both the region and the state, and attract new investment.

Zaporizhzhia Cluster EAM (Engineering-Automation-Machinery) was established in Zaporizhzhia region in 2020. The cluster united 20 enterprises and organizations and continues to attract into its ranks the leading players of Zaporizhzhia region in the sectors of industrial engineering, automation, IT and mechanical engineering in order to form regional value chains and join the global ones, increasing its own competitiveness. Zaporizhzhia Cluster EAM members on a regular basis hold networking meeting, hold consultations for each other, visit new enterprises, work on joint projects and discuss possibilities of creating joint products, constantly learn and take part in organized professional events, jointly participate in exhibitions, etc. (A. Karpenko, R. Sevast'yanov, 2022).

Among the important industrial sites that have been planned for financing are titanium powder and finished titanium products plants, and the construction of titanium and aluminum tubes and heat-resistant alloys. Manufacturing technology, as well as the search for new metal compounds that will provide a longer service life – is one of the cutting-edge areas of modern research. The organization of a cluster for the production of such alloys, as well as titanium products, will make it possible to meet the needs of the aviation, defense and space sectors. The creation of this cluster is impossible without the involvement of universities, laboratories and research centres. On the practical implementation of the above-mentioned, the modernization and construction of new workshops at existing enterprises should be explored rather than the construction of new ones. The presence of such enterprises in Ukraine will lead to the need to locate enterprises that will service the technological process of production, monitor the condition and quality of production, compliance with international standards. According to studies, during the period from 2021 to 2026 the market for titanium products will grow by 3.5% annually and Ukrainian companies will be able to meet the demand for titanium products (On approval of the State Strategy for Regional Development for 2021-2027). Alpha alloys such as i-6Al-2Sn-4Zr-2Mo+Si, Ti-5Al-2.5Sn and Ti-8Al-1Mo-1V for production of steam turbine blades, autoclaves, aircraft and jet engines and fuel tanks are in the highest demand (Titanium Alloy Market, 2021). The introduction of production of these alloys will help to provide high quality raw materials for aviation and defense enterprises.

Consequently, the issue of regional economic development based on the creation of clusters is extremely important for Ukraine. However, in practical terms there are no elaborated stimulating measures for cluster development, sources and tools for their financing, no consideration of current actions to develop and implement a cluster policy.

In 2020, at the initiative of Industry 4.0 community members and APPAU itself, a National Cluster Development Programme until 2027 was developed (National Cluster Development Programme until 2027), which was sent to the Ministry of Economy for approval to establish a guiding document for all stakeholders of cluster development in Ukraine. In spite of the strong action, this programme has gone unheeded by the authorities. And once again, imbued with ideology and on its own efforts today this community is trying to promote the cluster movement.

Today more than 50 clusters have already been registered in Ukraine, whose activities are beginning to acquire a new stage of development. The military state imposed on the territory of Ukraine and the loss and rupture of value-added chains prompted the merger on March 24, 2022 of 16 clusters and cluster organizations of Ukraine into the Ukrainian Cluster Alliance (UCA), which undertakes the mission of developing the entire cluster movement in Ukraine (Ukrainian Cluster Union) and promoting the ideas of clustering in the national economy. This is what proves that the issue of cluster policy development and implementation is gaining new momentum.

Cluster policy, in view of the significant effects of the development of network cluster structures, in the last two or three decades has become part of the public policy of many industrialized countries (M. Kyzym, V. Zahorskyi, V. Khaustova, 2010). It is aimed at removing constraints and creating prerequisites for productivity growth to a greater extent on the established specialization of the region, taking into account innovation potential. It is a set of measures and tools for stimulation of clusters and acceleration of their development, it can be implemented at different territorial levels (simultaneously at the national and local ones) in order to accelerate the innovation dynamics, to increase the competitiveness of economy and to create jobs. The peculiarity of cluster policy is that the leading role in its formation is played by regional authorities, which, together with cluster participants, develop and implement cluster strategies and programs. In addition, a high level of economic freedom is guaranteed for cluster participants (T. Onipko, 2017).

In the classical sense, cluster policy stimulates the formation of bottom-up linkages, i.e., when prerequisites are created to find profitable partnerships by the community members themselves in order to increase their own profitability and competitiveness. This practice is predominantly characteristic of European countries. However, the Asian experience demonstrates a different pattern where a top-down system of networking prevails. This experience is based on the application of territorial advantages through the creation of free economic zones that offer benefits to investors, including a separate customs zone (duty-free benefits) and streamlined procedures (A.M. Kowalski, 2020).

The study of the relationship between the types of national cluster policy and clusters allows us to state that cluster policy and cluster management differ in the world practice. The main differences are related to the peculiarities of built innovation systems, which are taken into account in the formation of the system of relationships between different market actors and peculiarities of national cluster policy. The preferred practice of cluster policy implementation is based on a different set of incentives, which should be consistent with cluster management (H. Okamuro, J. Nishimura, 2015). That is, the specifics of institutional development and internal features of each national economy indicate that it is impossible to copy absolutely the elements of successful cluster policy of a certain country and use them effectively in other realities.

A detailed analysis of cluster policies is presented in a report by the European Observatory for Clusters and Industrial Change (European Commission, 2019) indicating support for national clustering programmes in 20 countries and 55 regional programmes in 27 regions. Although each specific cluster policy design and implementation varies from territory to territory depending on the context and overall rationale in relation to national/regional policies, some similarities can be found in all (L. Shyiko, 2021).

- Clusters are supported by separately identified or by integration into other economic support programmes (strengthening cooperation structures of various stakeholders, increasing the competitiveness of small and medium-sized enterprises, internationalization activities (at country level) or industrial modernization (at regional level) (Europe), promotion of growth oriented firms (Canada), promotion of R&D and high-tech industries (Canada, China), support for the development of clusters (Canada, China).

- More often than not, cluster policies are related to innovation, research, development and technology support;

- Cluster support is also often focused on the promotion of small and medium enterprises (SMEs), the business segment that represents the majority in many industrial ecosystems;

- Most cluster policies pursue a mixed strategy, supporting both emerging and mature industries aimed at industrial transformation, using clusters as facilitators of change.

Analyzing the legislative and executive practices of the EU, one of the leading documents regulating the cluster policy and having a plan for cluster development in the EU is the Communication from the Council of Europe, European Parliament, European Economic and Social Committee, and Committees of the Regions "Towards World-Class Clusters in the European Union: Implementing a Broad Innovation Strategy" {SEC (2008) 2637} as well as the European Cluster Memorandum. The aim of adopting these documents is to ensure the sustainable and innovative development, creation of new workers and ensuring competitiveness (The concept of clusters and cluster policies and their role for competitiveness and innovation, 2008).

According to the definition in {SEC (2008) 2637} "a cluster is a group of enterprises, related economic entities and institutions which are located in a neighborhood and have reached sufficient scale to develop specialized research, services, resources, supplies and skills" (The concept of clusters and cluster policies and their role for competitiveness and innovation, 2008). This Commission Communication foresees a decentralized cluster policy to be developed and implemented at local, regional and national levels.

This Communication from the Committee is a prerequisite for an understanding of market policy and ensuring market competition, as clusters are both a market and an occasional phenomenon. Nevertheless, it is worth noting that in the early 1990s the long-standing state policy was the basis for the development of the economic and scientific potential of certain regions. The European Cluster Alliance was created to unify standards as well as to strengthen economic cooperation between regions. The members of this alliance are ministries, state administrations which are responsible for the development and implementation of cluster policy.

Through an effective and long-standing economic policy, the EU has enough clusters, but due to market fragmentation and the presence of sectors which need to be developed and updated (e.g. seaports), not always EU clusters can be competitive in the international environment, which is why their development is needed. To ensure true competition and compliance with EU antitrust laws, clusters do not have to be supported individually, i.e. from the side of the state or municipal authorities. In particular, there is support as defined in the Communication of the European Commission "Working together for growth and jobs. A New Start for the Lisbon Strategy" {SEC(2005) 192}, {SEC(2005) 193} (Working together for growth and jobs. A new start for the Lisbon Strategy, 2005).

One of the main tasks of the European Commission is to complement regional and national cluster policies by removing trade barriers: for example, facilitating academic mobility and accessing local markets. This aspect also requires ensuring that financial instruments are adapted so that the participating countries optimize them in line with national standards. The European Territorial Cooperation Group actively promotes instruments to ensure a regional integration policy, using the advantages offered by the EU single market: e.g. the use of vouchers or grants.

European Cluster Memorandum is addressed to all participants of cluster policy and encourages them to active cooperation in order to ensure the response to economic competition challenges (The European Cluster Memorandum). The signatories to the European Cluster

Memorandum are obliged to: consider dynamic clusters as a driving factor for innovation and development, helping regions to create specialized opportunities for regions. The memorandum calls for the elimination of barriers to trade, the creation of conditions for competitive development and stronger cooperation between enterprises, state institutions and institutes. The signatories to the memorandum will have to support the creation and development of dynamic innovation clusters, implement strategies and more efficient assessment methods, designate specific programmes for competitive clusters, and provide for transnational cooperation. This memorandum was signed by prominent figures in science, business, politics in the EU, as well as representatives of chambers of commerce and industry. Accordingly, the said practice demonstrates the priority of cluster policy, which stimulates strategic innovative changes in the economic space of Europe.

Consequently, within the framework of the cluster policy Ukraine is able to create conditions for effective formation and use of human and scientific and technological potential of the regions and the country as a whole, to identify priorities and support their development through a system of financial, credit and tax instruments. Effective implementation of cluster policy in Ukraine assumes a clear definition of the main priorities and patterns of interaction between cluster participants, adoption and implementation of the cluster development programme, fully supported at all levels. Alignment of interests of scientific and educational institutions with a network of specialized suppliers, main producers and consumers connected by a technological chain for faster and more effective diffusion of innovations in a local ecosystem, supported by authorities and the public, is able to ensure regional development.

CONCLUSION

The study found that cluster policy is a priority area of state innovation policy in foreign countries around the world. Accordingly, it should certainly become an important component of Ukraine's economic growth. The experience of introduction and implementation of the cluster movement in Ukraine is not widespread today, but attempts to do so have been made in different time horizons in recent years. The main problem of the lack of systematic development in this direction is related to the limited attention to this direction at all levels of government, which makes once again turn to good practice and justification of significant benefits. The scale of the global cluster movement implemented in cluster policies allows solving significant problems at regional, sectoral, national and global levels.

In the European Union cluster policy plays an important role and is shaped by many directives, regulations and communications. Its main goal remains to ensure economic competition, development of innovative clusters, elimination of trade barriers, development of cross-border cooperation. Research on the cluster policy of the European Union and individual measures of the Ukrainian authorities can be seen that there is a gradual unification of the main provisions on cluster development and innovation. The signing of joint documents and memoranda, the provision of a development-oriented state strategy and the development of cooperation, are priority tasks in the direction of the cluster movement. Accordingly, modern innovation policy in Ukraine should be based on the cluster effect, which will ensure networking of all participants of innovation activities; the target area will be the growth of the quality of life based on the strategy of innovation commercialization. The main directions of formation and development of innovation cluster policy in Ukraine, the basic prerequisites for its effectiveness should be the principles of social responsibility, public-private partnership and maximum inclusion. Formation of a system of incentives for territorial interaction of scientific and educational institutions with a network of specialized suppliers, main producers and consumers connected by a technological chain for a faster and more effective diffusion of innovations in the local ecosystem can ensure the development of the region. A conscious understanding of the feasibility of clusters by all participants in economic relations at the regional level will allow to fully use the full potential and ensure the effective implementation of competitive advantages.

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РЕГІОНАЛЬНЕ ВІДНОВЛЕННЯ ТА РОЗВИТОК ЕКОНОМІКИ УКРАЇНИ НА ОСНОВІ КЛАСТЕРНОЇ ПОЛІТИКИ

Карпенко Андрій Володимирович
*доктор економічних наук, професор,
професор кафедри економіки та митної
справи, Національний університет
«Запорізька політехніка»,
м. Запоріжжя*

Карпенко Наталя Миколаївна
*кандидат наук з державного управління,
доцент, доцент кафедри економіки та
митної справи, Національний університет
«Запорізька політехніка»,
м. Запоріжжя*

Резниченко Георгій Валерійович
*студент 4 курсу, факультет менеджменту,
Запорізький національний університет,
м. Запоріжжя*

Анотація. Стаття присвячена дослідженню процесу розвитку територій через систему кластерів. Проаналізовано державну програму, яка визначає пріоритетні галузі розвитку та формування кластерів, визначено регіони, які потребують розвитку кластерів з метою досягнення економічного зростання. Досліджено вплив кластерів на економічне зростання Європейського Союзу, їх роль у створенні робочих місць та перспективи їх впровадження в українську економіку. Особлива увага приділяється політиці регіонального економічного зростання при забезпеченні умов для конкуренції та антимонопольного законодавства. Стаття демонструє успішність співпраці між ЄС та кластерами для забезпечення їх міжнародної конкурентоспроможності та усунення торгових бар'єрів на європейському ринку. Крім того, у дослідженні звертається увага на необхідність створення умов для економічного розвитку території, запровадження механізмів підтримки транскордонних індустріальних та технологічних парків, економічних та промислових зон, створення транскордонних кластерів. Наведено статистичні дані, згідно з якими кластери в ЄС забезпечують 54 мільйони робочих місць, а заробітна плата вища на 3%. У дослідженні було

виявлено, що інноваційний характер кластерних альянсів сприятиме розвитку в Україні конкурентоспроможних галузей: вертольото- та авіабудування та виробництва новітніх титанових сплавів. Розвиток кластерів у стратегічних галузях допоможе українській економіці замінити імпортні компоненти та створити нові робочі місця. Отже, перспектива впровадження кластеру та створення цілеспрямованої адміністративної політики сприятливо вплине на економічний розвиток регіонів та може відродити економічно депресивні регіони. Проаналізувавши приклад ЄС щодо кластерного управління, розробки та підтримки були визначені основні адміністративні документи, що регулюють цей процес. Їхнє законодавче вивчення та впровадження в український адміністративний менеджмент сприятиме створенню нових інноваційних кластерів, реалізації ефективних стратегій управління та забезпеченню транснаціонального співробітництва.

Ключові слова: кластер, кластерна політика, регіональний розвиток, державна підтримка, адміністративні методи.