

Clusterization as a Promising Direction for the Development of the Regional Economy

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Abstract

Different approaches to the category of cluster, a classification of clusters and the benefits of clustering for different subjects are presented in this article.

Keywords: *cluster, ways of clusters' appearing, types of cluster.*

In the current socio-economic conditions of the functioning of most economies of the world, there is a theory according to which the globalization of economic life leads to an increase in the importance of the local, subnational level. Territorial business conditions in the light of the concept of competitive advantages are especially clearly manifested in the regions of our country, because it is in them that special forms of interaction between enterprises, local governments, local market conditions and public groups are formed. One of the main factors contributing to the development of the competitiveness of the region are clusters (in translation from English "cluster" - group).

Scientists began thinking about the benefits of cluster organization of entrepreneurship a long time ago, but in the absence of modern terminology, they only described the process.

One of the first works on clusters was the work of the great economist Alfred Marshall "Principles of Economics" [1] (late 19th century). In it, the scientist, studying the industrial areas of Great Britain, actually considers a cluster with a developed inter-firm division of labor. Even then, the synergistic effect that arises from the merger and increased specialization of small enterprises was noted. Over the years, scientists began to more intensively study clustering processes in the economy. Based on the increased interest in this issue, various approaches to the theory of cluster development were formed: E. Dahmen, E. Limer, M. Porter, I. Tolenado and D. Sollier, V. Feldman and the approach of academic economists of the former Soviet Union.

M. Porter was one of the first to identify the features of the development of competitive firms when studying the competitive positions of more than 100 industries in different countries. He identified a pattern in which the most competitive enterprises are concentrated in the same country, and sometimes in a specific region of the country. The promotion process happens both ways.

As soon as firms achieve high competitiveness, their positive influence extends to their counterparties, which, in turn, positively influence the further growth of the competitiveness of these enterprises. This is how a cluster is born, which is a unique point of growth and development of economic relations in a specific territory.

Also, one cluster contributes to the emergence of new clusters that are close in area, thus increasing the overall competitiveness of the region and the country as a whole. M. Porter proposed a new system of determinants of the competitive advantage of states - the "competitive diamond" ("diamond"). It consists of 4 enlarged elements: conditions of production factors; demand

conditions; related or supporting industries; strategy, structure and competition of enterprises. This system is influenced by external factors (government policies, wars, world crises, etc.).

This is one of the most famous approaches to studying economic clustering, but there are others. For example, E. Leamer studied clusters with a high level of correlated exports when analyzing trade at the national level. Other scientists (I. Tolendo and D. Sollier) applied a new concept when studying clusters - "dies," as they called groups of technological sectors. The emergence of such dies occurred under the influence of one sector on another based on the technological level.

It can be assumed that the dies described by scientists have a smaller organizational structure than clusters. This is explained by the fact that this theory is based on only one of the criteria for cluster formation, such as the formation of technological connections between industries and sectors of the economy to realize their competitive advantages.

The cluster approach to the study of the economies of different countries is also differentiated depending on the size of these states. Thus, most Russian scientists consider clusters at the level of individual districts and regions, because national level clusters not so common. For example, Swedish scientists, one of whom is E. Dahmen, consider the theory of economic clustering through the prism of the national economy, studying the relationships of large corporations within the country. E. Dakhmen speaks of the key to the high competitiveness of a cluster as the ability of the firms included in it to develop independently and contribute to the progress of other firms. He does not tie the development of the cluster to gradual growth, but also considers the possibility of a "vertical of action" within one industry, which has connections with other industries.

The work of V. Feldman, who conducts research on diversification forms in many countries, attracts attention. These studies show the undeniable impact of economic diversification on the emergence of clusters. First of all, innovation clusters arise in the diversification mechanism, which significantly increases the competitiveness of the firms included in them.

Similar strategies, representing development based on the combined efforts of industry and research centers, are used in Austria and Germany. In Canada and France, programs for the development of specific territories are being implemented. In the UK, they use a predictive technology program based on a sector-cluster approach.

Let's consider what advantages subjects of economic relations receive during the formation and functioning of clusters. Advantages of economic clustering for its subjects:

1. for the state: sustainable economic growth; growth of tax revenues to the budget; a convenient way to interact with manufacturers; moderate unemployment rate; diversification of the territory's economic development through a shift in emphasis from extractive industries to non-resource sectors; increasing business activity in depressed regions; high level of product exports; high international status of the state;
2. for manufacturers: growth of market share; high-quality market infrastructure; low production and sales costs; high competitiveness of products with the ability to enter international markets; significant initiative and personal interest of subjects of cluster relations; widespread innovation in production; public investment; effective interaction between large, medium and small businesses;
3. For consumers: high quality and consumer properties of products; the opportunity to purchase innovative products; reduction in food prices; the opportunity to purchase domestically produced goods.

The main indicators that determine the innovation environment of the region are: investment activity (investments represent the necessary financial resources allocated to the field of innovation); level of employment and level of education development (human capital is the basis for creating innovations); innovative development of the region (the pace of innovation activity indicates the formation of the necessary conditions for the creation and improvement of innovation clusters and the relationships between them).

Thus, it is necessary to take into account the special role of innovation clusters in the economic development of the region. Therefore, the state is faced with the task of creating a favorable innovation environment for the development of innovation clusters, as well as creating the necessary conditions for their interaction. As for the legislative consolidation of the concept of “cluster”, it is not yet available in our country, and the methodological foundations are at the initial stage of formation. Despite this, some highly competitive sectors of the Russian economy are already actively using the world experience of clustering.

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