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Cluster Model for Establishing Special Economic Zones in Ukraine under Modern Conditions (Global Experience)

Abstract

Object: Clusters are a relatively new form of organization, risk and profit sharing, and competitiveness enhancement for both the global and Ukrainian economies. The potential of the cluster development model is significant, and, most importantly, it has been justified in developed countries worldwide. In particular, global practice confirms that the functioning of the most prosperous economies is supported by advantages in modern production technologies and management. Therefore, successful development of any level is possible through the comprehensive application of modern strategic management concepts. Thus, the object of the study is to reveal and substantiate the effectiveness of cluster model in establishing special economic zones in Ukraine.

Methods: The paper uses general scientific and special methods, that are: the dialectical method of understanding cluster model for establishing special economic zones; comparative analysis methods; methods of empirical research, methods of statistical and structural analysis; methods of historical and logical analysis; identifying individual parts of an object, methods of system approach, identifying cause-and-effect relationships.

Findings: Clusters are established on the base of a unique internal environment and infrastructure specific to a particular region. This allows leveraging the competitive advantages of enterprises in a specific area through integration. A cluster serves as a stimulus for economic development, and regionalism forms the basis for its sustainable growth. Regionalism is of great significance in selecting priority investment areas, as it can influence the level of uncertainty risk during the assessment of regional investment projects. Its effectiveness is confirmed by cluster development of the child nutrition project presented in the paper (Ivano-Frankivsk region, Ukraine).

Conclusions: Cluster approach makes it possible to use available resources more efficiently. The cluster approach is connected with the policy of capacity-building as well as increasing competition profitability of national economies. There are also some cluster formations on the territory of Ukraine. Cluster is a convenient form of organizing a free economic zone. At the same time, each government develops its own approaches to the creation of clusters and regulation of their activities, accordingly, organizes the activities of those responsible for the implementation of the national strategy of sustainable competitive development.

Keywords: cluster, cluster model of the economy, policy, strategy, free economic zone.

Introduction

The post-industrial era is marked by the reinforcement of market dynamics. The fundamental concept within the economic theory of market dynamics is competition. Competition is evident across all tiers of a capitalist economy, spanning from the micro-level (individual firms) to the global economic framework. Competition emerges when a plethora of goods possessing similar consumer attributes vie for market share. The crux of competitive rivalry lies in enhancing or upholding the market positions of economic entities. This is accomplished through the differentiation of goods offered by economic entities from those of their competitors, both in terms of addressing specific customer needs and in terms of cost efficiency, leveraging their competitive advantage.

In a broader context, economic competitiveness entails the capacity to compete with similar entities within a specific market, utilizing competitive advantages to attain predefined objectives. Successful busi-

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ness entities emerge triumphant in this competitive landscape. Consequently, governments implement diverse measures aimed at bolstering the competitiveness of businesses and manufactured products.

The important principle of a market economy should be taking into account. Special economic zones as the factor for sustainable development generally provide increasing of competitiveness of the national economy. Clusters should be a key factor to establish SEZ. Thus, the object of the study is to reveal and substantiate the effectiveness of cluster model in establishing special economic zones in Ukraine.

Literature Review

The development of clusters has been researched by numerous foreign scholars in their scientific works. The issues related to clusters and cluster policies, in particular, are highly relevant since cluster formations represent one of the foundations of economic development worldwide.

The interpretation of the concept of an industrial cluster varies among researchers. Economists G. Ellison and L. Glaeser (Ellison et al., 2010) define a cluster as a geographic concentration of interconnected companies and organizations within a specific area, encompassing related industrial sectors and groups of individuals in competition. Business clusters denote a geographic region endowed with ample resources and skilled professionals, affording it a pivotal position within a particular economic sector, thereby contributing to sustainable competitive advantage vis-à-vis other areas or even global regions.

Michael Porter's cluster concept (Porter, 2000) has wielded significant influence in business, government, and scientific circles in recent decades. Porter contends that the spatial proximity of rivals, customers, and suppliers tends to augment the innovative potential and competitiveness of the cluster even further.

Paul Krugman's work on economic geography garnered attention with the notion of "increasing returns" of proximity embodied in clusters (Krugman, 1991). Krugman posits that regional agglomeration involves two primary concepts: firstly, the notion that regional specialization arises for arbitrary reasons, and secondly, when these regions emerge, they are sustained by the external effect of scale.

In the Concise Oxford Dictionary (1982), a "cluster" is defined as "closed group of things". According to Michael Porter's theory (Porter, Stern, Delgado, 2014), clusters are geographically concentrated assemblies of interconnected companies, specialized suppliers, service providers, firms in related industries, and organizations linked to their activities in specific areas, engaging in both competition and collaboration.

Methods

This research is maintained by as general scientific, as special methods: the dialectical method of understanding cluster model to establish the special economic zones (to understand how clusters operate within SEZs by examining the interactions between various factors such as geographical concentration, industry specialization, resource allocation, government policies, and socioeconomic dynamics); methods of historical and logical analysis (when analyzing the processes of establishing special economic zones); comparative analysis methods (when studying the processes of formation of preconditions for uniting entrepreneurs into cluster); methods of statistical and structural analysis (in determining trends in the development of clusters); methods of system approach; methods of empirical research (comparison, analysis, synthesis), identifying individual parts of an object, identifying cause-and-effect relationships.

Results

The appeal of a free economic zone lies in its simplicity when it comes to addressing infrastructure and management issues within a confined geographical area, as opposed to tackling them on a national scale. However, it's essential to recognize that such economic zones cannot exist in isolation from the broader institutional and economic conditions within the country. They are inherently interconnected with the overall national economy and cannot be considered as separate entities.

An examination of the theoretical foundations of special economic zones (SEZs) reveals that they are integrated parts of the national economy. Their success is contingent upon improvements in the investment climate at the national level, ensuring sustained prosperity in the long term. Therefore, they should not be seen as substitutes for the comprehensive model of developing the national economy, but rather as complementary components (Min Wu et al., 2021).

The establishment of Special Economic Zones (SEZs) aims to tackle a range of challenges such as infrastructure deficiencies, procedural complexities, bureaucratic hurdles, and various barriers stemming from monetary, credit, trade, financial, tax, tariff, and labor policies. These structural issues often hinder the investment climate, but the creation of SEZs helps alleviate them to some extent by boosting production and

reducing transaction costs. However, addressing these issues on a nationwide scale, including developing road infrastructure and implementing structural reforms, takes time.

Given the multifaceted nature of socio-economic and political challenges, the establishment of industrial enclaves (SEZs) is viewed as a strategic tool to expedite the industrialization process in developing countries. These zones offer several advantages, such as tax incentives, low lease fees, provision of infrastructure and utilities, simplified procedures, and exemptions from various constraints prevalent in the domestic economy (Konstantinos, 2014).

These advantages play a significant role in attracting both domestic and foreign investments, without which the establishment of Special Economic Zones (SEZs) would be challenging. A key aspect of forming SEZs is their competitive advantage, which is often explained within the framework of the “cluster approach” (Jin, 2013). Clusters contribute to increased productivity through various factors, such as access to specialized factors of production and a skilled labor force; complementarity among industries within the cluster, leading to synergies and efficiencies; access to essential organizations and public goods, facilitating business operations; access to valuable information and knowledge networks; incentives provided by the SEZs and mechanisms for determining productivity levels. Many developing countries view these zones as engines of growth and catalysts for industrialization, supporting them with high expectations for economic development and job creation.

Clusters derive efficiency from various factors, including external economies of scale, convenient access to material supplies, a skilled labor force, essential services, and up-to-date information on technology and market trends. Additionally, they benefit from a dynamic advantage fostered by the competitive environment they create. Industrial clusters play a vital role in stimulating the establishment of new enterprises, thereby generating employment opportunities. Furthermore, they are not only advantageous for individual businesses but also enhance the overall competitiveness of the industry (Durongkaverroj, 2023).

Moreover, industrial clusters are typically interconnected through geographic and spatial proximity, which fosters social interaction and facilitates interfirm cooperation, serving as essential functions defining the dynamics of cluster firms (Rakhmetova et al., 2022). Within industrial clusters, firms heavily depend on key competencies and knowledge exchanges among existing cluster participants. Consequently, the cluster approach proves effective in enhancing the competitiveness of the region.

Discussions

Therefore, the formation of SEZs based on the cluster approach will be competitive and create conditions for an export-oriented model of economic development in Ukraine.

Creation and Development of Clusters in the Ivano-Frankivsk Region

As global experience indicates, clusters are recognized as one of the effective specialized forms of organizing innovative activities (Koibichuk, Drozd, 2022). In Ukraine, clusters should be viewed as a qualitatively new form of management and an important prerequisite for implementing an innovative model of economic development at the regional level, taking into account the specifics of the Ukrainian economic system, regulatory and legal support, and management systems.

The territory of the Ivano-Frankivsk region stands out among other regions of Ukraine with a favorable environment for the development of small and medium-sized businesses. It boasts available free land plots and production areas suitable for creating industrial technological and innovative clusters. Its proximity to the borders of the EU, investment attractiveness, developed education system, existing scientific and personnel potential, and location in the western part of the country in close proximity to active and prospective international railway and road corridors, such as “Kritsky 5”, “Europe-Asia”, “North-South”, contribute to its potential.

Indeed, within the Ivano-Frankivsk region, the “Suzir’ya” cluster operates, uniting 19 craftsmen from the village of Yavoriv and 16 from the city of Kosiv, along with other clusters (Tkachuk et al., 2020).

One of the important issues in the post-war revival of Ukraine’s economy is the establishment of national corporations in the food industry, primarily for children’s nutrition based on clusters. Clusters are a modern form of enterprise integration capable of enhancing the competitive advantages of each cluster participant. International experience attests to their high level of efficiency, with each country having its own peculiarities of cluster development. The distinctive feature of a cluster is the synergistic effect, manifested in increased competitiveness, and its innovation-oriented nature.

The financing of cluster creation and development is concentrated on budgetary resources or investor funds. Regulatory acts serve as instruments to support cluster development, updating during the creation and implementation of projects for advanced clusters.

During the period 2008–2011, under the Program for the Development of Scientific, Technical, and Innovative Activities of the Ivano-Frankivsk region until 2020, the Carpathian Scientific Analytical Center developed a cluster program for the production of children's food based on environmentally friendly cow's milk.

The program adopts a project model focused on environmentally friendly animal husbandry and agriculture. It entails a comprehensive approach involving the analysis of the raw material base, evaluation of the material and technical infrastructure within the designated zone, identification of a range of children's milk food products utilizing contemporary production methods, selection of appropriate technological equipment, and the establishment of an organizational structure in the form of a cluster.

Accordingly, within the cluster program, a pilot project "Children's Milk Nutrition" has been developed, the implementation of which will take place in the territory of the Bukachivska territorial community of the Ivano-Frankivsk district, Ivano-Frankivsk region.

The cluster model for organizing and managing the production of children's milk nutrition integrates various stakeholders including milk producers (farm enterprises), milk processing enterprises offering a specified range of products, retail networks, universities, standardization bodies, research centers, and associations responsible for personnel training, as well as providing information and technical support.

From a practical point of view, balancing the mutual interests of cluster participants is ensured by the mechanism of internal financial and credit relations. The financial and credit mechanism provides for the free movement of financial resources within the cluster, operates a transfer pricing mechanism, concessional lending to the production of children's nutrition, and preferential taxation of profits for participating banks directing funds to the agricultural sector. The formation of the price for children's milk nutrition products is influenced by supply and demand, with technological chain entities focusing on the final market price. The income obtained is distributed proportionally to the expenses among participants: agriculture – milk – production – trade. Such an approach to forming financial relations within the cluster stimulates the reduction of production costs, the implementation of innovations in production, and the approximation of these costs to the level of expenses of enterprises in economically developed countries (Tkachuk, Melnychuk, 2019).

"Children's Milk Nutrition" Project

The cluster project "Children's Milk Nutrition" embodies a comprehensive approach to the development of territorial structures as highly effective innovative systems. In practical terms, the target program is oriented towards the activities of the territorial community, identifying the main organizational and economic components of the ecosystem that will attract "technology idea generators". These, in turn, will attract financial capital, related and service enterprises, stimulating further concentration of competencies.

For the Bukachivska territorial community, the priority is agricultural development. This vector should serve as an impetus for implementing a territorial-spatial approach to the development of agriculture – raw material processing – food production and industrial-commercial activities. The cluster program can be a key tool in realizing this task, allowing the formation of the basis for regulating the food and consumer market in Ukraine. This is particularly relevant as Ukraine lacks a developed market for functional products.

On the global market, there is an increasing concentration of production of children's dairy food among a few leaders (Nestle, Bristol-Myers, Abbott Laboratories, Novartis, Numico, Heineck, Wyeth, Danone). Therefore, at the state level, a market for children's nutrition products must be created as a necessary condition to promote the development of food industry enterprises. The government, in this direction, mobilizes available resources, attracts investments and credits, and stimulates the activities of enterprises and private investors in creating integration structures for capital concentration. Consequently, it becomes a guarantor to private investors at the initial stage of investment (Smerichevska, 2020).

For state-developed enterprises, it is necessary to address issues such as innovative preferential financing, targeted loans, the identification of several authorized banks, or the creation of territorial investment banks that will provide business financing on preferential terms. Recognizing Ukrainian banks as important and priority participants in shaping Ukraine's modern economic system is essential.

The conceptually outlined model of integrating state and private business resources, the interaction of banks and enterprises in a specific preferential regime, aligns with the goals of industrial clusters. The devel-

opment of the industrial strategy of the Bukachivska territorial community is guided by the State Strategy for Regional Development for the period 2021–2027.

Creation and Development of Clusters in Ivano-Frankivsk Region

Worldwide experience indicates that one of the effective ways to enhance business activities is the creation of specialized forms of organizing innovative activities, among which clusters play a significant role.

A substantial number of clusters operate globally, such as 380 in the United States, 206 in Italy, 176 in Hungary, 168 in the United Kingdom, 161 in Poland, 106 in India, 96 in France, 74 in the Czech Republic, 51 in Romania, over 50 in Ukraine, 34 in Denmark, 32 in Germany, 25 in Lithuania, 20 in the Netherlands, 15 in Latvia, and 11 in Slovakia. In Ukraine, clusters should be considered as a qualitatively new form of management and an important prerequisite for implementing an innovative model of economic development at the regional level. This should take into account the specifics of the Ukrainian economic and management systems, ensuring appropriate legal support. The experience of building a cluster network in leading countries that have achieved significant success in the high-paced development of national/regional/local economies is of particular importance (Tkachuk, Melnychuk, 2019).

In Ivano-Frankivsk Region, there is a cluster named “Blanket-making and Other Folk Crafts in the Carpathians”, specializing in the production of products from sheep’s wool. In accordance with the order of the regional state administration dated July 22, 2002, No. 525, “On the development and implementation of the cluster model system of regional development”, and with the aim of supporting the development of small entrepreneurial structures in the region, a project program (third stage) of the cluster model of organization of production “Blanket-making and other folk crafts in the Carpathians” was developed (Order of the regional state administration dated May 6, 2005, No. 176 “On the project program (third stage) of the cluster model of organization of production “Blanket-making and other folk crafts in the Carpathians”). The document envisages the creation of a cluster that would contribute to the revival, preservation, protection, and development of folk crafts, the creation of favorable economic conditions and a legal framework for the entrepreneurial activity of masters of folk crafts, the organization of individual producers – masters of folk crafts, with the aim of eliminating shadow production, creating official jobs, ensuring a stable income, social protection, and social insurance for workers. It also aims to empower territorial communities for local self-government in the formation of revenues for local budgets from entrepreneurial activities carried out in the respective territory and their optimization for the socio-economic development of such communities.

The creation of cluster initiatives within Ivano-Frankivsk Region actively involved the Precarpathian National University, entrepreneurs, representatives of district and regional state administrations. The chosen form of development for folk crafts was the association on a voluntary basis of individual producers, entrepreneurs, research institutions, state and local authorities, financial and intermediary organizations within a certain territorially formed community for highly effective cooperation, which fully corresponds to the essence of a cluster.

In addition to the mentioned clusters, the Tysmenytsia Fur Cluster (PJSC “Fur Farm Tysmenytsia”, LLC SP “Tykaferlux”) operates successfully within the Ivano-Frankivsk Region. The high level of expertise among the workforce in the fur cluster contributes to the functioning of small enterprises engaged in the procurement and processing of leather, the production of headgear and fur clothing, and their trade.

It is worthwhile to consider the creation of a cluster of garment manufacturers based on joint-stock companies such as VTSHP “Halychyna” and “Kolomyiska Shveyyna Fabryka”, which actively operate in foreign markets, along with 39 other large and medium-sized enterprises in the industry producing finished clothing, lingerie, textile products, and curtains. Small enterprises in the industry could also become participants in such a cluster, allowing each of them not only to consistently improve the conditions for the development of new high-quality products that align with fashion trends and consumer needs but also to increase exports. Moreover, it enables them to economically compete with the supplier schemes typically associated with “large-scale” production.

The creation of a forest industry cluster is also of interest, with potential participation from the majority of region-based enterprises (timber companies, wood processing factories, and furniture manufacturing). The timber industry, a priority in the regio’s economy, has seen an increase in the production of timber products, construction components, wood-based panels, veneers, paper, and cardboard over the past three years. Private companies like “Joint Venture Interplit” lead the Ukrainian timber industry, supplying a wide range of high-quality laminated and chipboard panels to both the domestic and international markets. “Promin-Halychyna” produces modern-design school furniture competitive in Ukraine and abroad.

The reconstruction and technological modernization of production, the adoption of modern wood processing technologies, and the development of new product lines have been observed at companies such as LLC “Uniplit”, LLC “Derevoobrobnyi Kombinat Vyhoda”, LLC “Inter’er”, PJSC “Ivano-Frankivskiy Lisokombinat”, LLC VKF “OIPas”, LLC “Vest-Vud”, and enterprises of the “Halychyna-Lis” corporation, Experimental Plant “Prut”, and PJSC “Ivano-Frankivska Mebleva Fabryka”.

In the context of wartime conditions in Ukraine, the reformation of hospital districts in the Ivano-Frankivsk Region has become a pertinent issue. Following a new approach, the healthcare network, consolidated into a single hospital district, is further divided into five medical clusters (Ivano-Frankivsk, Kalush, Kolomyia, Nadvirna, and Kosiv-Verkhovyna clusters). Based on the types of medical care provided in hospital cluster institutions, the network is divided into cluster, super-cluster, and general hospitals. A cluster institution is multifunctional, capable of providing medical services to the population within the hospital district, offering basic medical care, stabilizing the patient’s condition, and routing to cluster and super-cluster healthcare institutions. It will serve a population of up to 40,000 within a radius of 60 km. The main specialized areas include neurology, infectious diseases, therapy, surgery, and more. The primary goal of restructuring the sector is to ensure the functioning of an effective healthcare network, guaranteeing the population access to efficient and accessible medical services.

Post-war economic recovery in Ukraine, especially in the Ivano-Frankivsk Region, includes the creation of national corporations for the food industry to provide food for children based on clusters. Participants involved in the establishment and operation of the cluster encompass a diverse array of entities. These include enterprises specializing in priority economic activities, suppliers of goods and services tailored to the needs of profiled enterprises, providers of public infrastructure services (such as transport, energy, and environmental infrastructure), organizations facilitating market infrastructure (such as consulting firms, auditing firms, insurance companies, and credit institutions), as well as non-profit and public organizations, entrepreneur associations, trade and industrial chambers, research institutions, design firms, educational organizations, and innovation infrastructure entities.

Furthermore, the cluster may involve small and medium-sized business support infrastructure, including industrial parks, technoparks, business incubators, technology transfer centers, energy-saving centers, and subcontracting support centers. Additionally, entities supporting entrepreneurship development, regional and municipal development agencies, investment attraction agencies, export support agencies, state and municipal entrepreneurship support funds, and credit support funds may also be part of the cluster initiative.

The creation of a cluster can follow various scenarios, including the “bottom-up” approach, which involves individual projects and programs integrating potential cluster participants; the “top-down” approach, which entails the establishment of advisory and monitoring bodies and the development of strategies for cluster development; and a mixed approach, which combines elements of both the “bottom-up” and “top-down” approaches. The creation and development of clusters play a crucial role in shaping the economic environment of a region, as they contribute to:

- Activation of Innovation: Clusters accumulate commercial and production-oriented knowledge, fostering innovation through internal competition among cluster producers. The collaboration between producers and suppliers within the cluster accelerates the implementation of innovative solutions.

- Development of High-Tech Industries: Clusters promote the growth of high-tech industrial sectors, driving advancements in technology and expertise within the region.

- One of the primary benefits of clusters is the increase in Gross Domestic Product (GDP) and tax revenues. Clusters have a knack for drawing investments, including foreign investments, which subsequently boosts economic activity and output. This influx of investment leads to a tangible uptick in GDP, benefiting both local and national budgets through increased tax revenues. The enhanced financial resources can then be channeled into funding innovative projects, particularly in technology and infrastructure development. Public-private partnership projects and mutual financing among cluster participants further amplify the impact, fostering sustainable growth and development within the region.

- Stimulation of Small and Medium-sized Businesses in Traditional Industrial Regions: Clusters facilitate the revitalization of small and medium-sized enterprises in old industrial regions, fostering economic growth and development.

- Boost in Export Share: The collaborative nature of clusters enhances the competitiveness of the manufactured products, resulting in an increased share of exports.

- Creation of Unique Opportunities for Skill Development: Clusters offer distinctive avenues for the training and development of highly skilled professionals that extend beyond industry-specific education. One

such avenue involves fostering knowledge exchange among cluster participants, enabling individuals to learn from each other's expertise and experiences. Additionally, the establishment of cluster training centers represents another vital initiative aimed at skill development. These centers serve as hubs for specialized training programs, workshops, and seminars tailored to the needs of the cluster participants. By providing access to cutting-edge knowledge and training opportunities, clusters play a crucial role in nurturing a workforce equipped with the skills and expertise necessary to thrive in the evolving economic landscape.

- The development of clusters in Ukraine relies on a robust legal framework consisting of over 200 legislative acts, including the Constitution of Ukraine, the Land Code of Ukraine, the Tax Code of Ukraine, the Budget Code of Ukraine, and various laws related to innovation, land lease, urban planning, science, education, national security, transborder cooperation, regional development, and support for small and medium-sized enterprises.

To further support cluster development in Ukraine, several proposals can be considered:

Legislative Framework for Cluster Development:

- Develop a comprehensive legislative framework for the creation and functioning of clusters.
- Define key concepts related to clusters, cluster policy, and clusterization at the legislative level.
- Establish and implement a state program to support cluster development.
- Create a Cluster Registry in Ukraine to facilitate coordination and information sharing.

Promotion of High-Value Industrial Sectors:

- Identify priority sectors for industrial development at the regional level.
- Facilitate the creation of cluster associations and other organizational forms to promote innovation.
- Propose tax incentives for companies producing high-tech and innovative products through their own investments.

Increased Local Government Influence:

- Enhance the role and responsibility of local authorities in fostering cluster development amid decentralization.

- Implement effective cluster policies to significantly improve the investment climate in the region.

Effective Cluster Policy Implementation:

- Create models for utilizing public-private partnerships to attract non-governmental investment resources for cluster development.

- Develop and implement effective cluster policies in the context of measures to improve the investment climate.

Assessment of Consequences of Armed Conflicts:

- Assess the consequences of armed conflicts for cluster development in Ukrainian regions.

- Develop a phased action plan for restoring the functioning of industrial enterprises based on innovative principles in the short and medium post-war period.

Financial Support Mechanisms:

- Provide financial support for cluster development, including updating material and technical infrastructure.

- Utilize funding from the European Plan for Ukraine, assistance from the United States, bilateral aid in the form of grants, credit guarantees, and loans for the reconstruction of specific infrastructure objects.

- Attract international institutions such as the World Bank, EBRD, IMF, as well as special funding sources like the Ukrainian Solidarity Fund and the Ukrainian Fund for the Restoration of Property and Ruined Infrastructure.

Transborder Cluster Mechanism:

- Legislatively defining the mechanism for creating transborder clusters.

- Negotiating bilateral agreements between the governments of participating countries to establish transborder clusters.

- Coordinating development of strategies and plans to establish national parts of transborder clusters.

The proposals aim to create a favorable environment for the formation and development of clusters in Ukraine, leveraging both domestic and international resources for sustainable economic growth and innovation.

Conclusions

Thus, the cluster approach makes it possible to use available resources more efficiently, forming production potential as the basis for sustainable economic growth of all branches of the national economy. The

cluster approach is connected with the policy of capacity-building and, as a result, increasing competition profitability of national economies. There are also a large number of cluster formations on the territory of Ukraine. At the same time, each government develops its own approaches to the creation of clusters and regulation of their activities, accordingly, organizes the activities of those responsible for the implementation of the national strategy of sustainable competitive development.

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Қазіргі жағдайда Украинада арнайы экономикалық аймақтарды құрудың кластерлік моделі (әлемдік тәжірибе)

Аңдатпа:

Мақсаты: Кластерлер — бұл ұйымдастырудың, тәуекелдер мен пайданы бөлудің, әлемдік және украиналық экономиканың бәсекеге қабілеттілігін арттырудың салыстырмалы түрде жаңа түрі. Дамудың кластерлік моделінің әлеуеті айтарлықтай, ең бастысы, ол әлемнің дамыған елдерінде негізделген. Атап айтқанда, әлемдік тәжірибе ең табысты экономикалардың жұмыс істеуін қазіргі заманғы өндіріс пен басқару технологияларының артықшылықтарымен қолдау табатынын растайды. Сондықтан кез келген деңгейдің сәтті дамуы стратегиялық басқарудың заманауи тұжырымдамаларын кешенді қолдану арқылы мүмкін болады. Осылайша, зерттеудің мақсаты — Украинада арнайы экономикалық аймақтарды құру кезінде кластерлік модельдің тиімділігін анықтау және негіздеу.

Әдісі: Мақалада жалпы ғылыми және арнайы әдістер, атап айтқанда арнайы экономикалық аймақтарды құрудың кластерлік моделін түсінудің диалектикалық әдісі; тарихи-логикалық талдау әдістері; салыстырмалы талдау әдістері; статистикалық және құрылымдық талдау әдістері; объектінің жекелеген бөліктерін және себеп-салдарлық байланыстарды анықтайтын эмпирикалық зерттеу әдістері; жүйелік әдіс-тәсілдері қолданылған.

Қорытынды: Кластерлер белгілі бір аймаққа тән бірегей ішкі орта мен инфрақұрылым негізінде құрылады. Бұл интеграция арқылы белгілі бір саладағы кәсіпорындардың бәсекелестік артықшылықтарын барынша пайдалануға мүмкіндік береді. Кластер экономикалық дамудың ынталандырушысы қызметін атқарады, ал аймақшылдық оның тұрақты өсуінің негізін құрайды. Инвестициялардың басым бағыттарын таңдауда аймақшылдық үлкен маңызға ие, өйткені ол аймақтық инвестициялық жобаларды бағалау кезінде белгісіздік тәуекелінің деңгейіне әсер ете алады. Оның тиімділігі мақалада ұсынылған балалар тағамы жобасының кластерлік дамуымен расталады (Ивано-Франковск облысы, Украина).

Тұжырымдама: Кластерлік әдіс қолда бар ресурстарды тиімдірек пайдалануға мүмкіндік береді. Бұл тәсіл әлеуетті арттыру саясатымен, сондай-ақ ұлттық экономикалардың бәсекеге қабілетті табыстылығын арттырумен байланысты. Украина аумағында кластерлік құрылымдар да бар. Кластер — еркін экономикалық аймақты ұйымдастырудың ыңғайлы түрі. Бұл ретте әрбір үкімет кластерлерді құру және олардың қызметін реттеудің өзіндік тәсілдерін әзірлейді, сәйкесінше тұрақты бәсеке қабілетін дамытудың ұлттық стратегиясын іске асыруға жауапты тұлғалардың қызметін ұйымдастырады.

Кілт сөздер: кластер, экономиканың кластерлік моделі, саясат, стратегия, еркін экономикалық аймақ.

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Кластерная модель создания специальных экономических зон в Украине в современных условиях (мировой опыт)

Аннотация:

Цель: Кластеры — это относительно новая форма организации, разделения рисков и прибылей, повышения конкурентоспособности как мировой, так и украинской экономики. Потенциал кластерной модели развития значителен, и, что самое главное, он оправдан в развитых странах мира. В частности мировая практика подтверждает, что функционирование наиболее благополучных экономик поддерживается преимуществами в современных технологиях производства и управления. Поэтому успешное развитие любого уровня возможно за счет комплексного применения современных концепций стратегического управления. Таким образом, цель исследования — выявить и обосновать эффективность кластерной модели при создании особых экономических зон в Украине.

Методы: В статье использованы общенаучные и специальные методы, а именно диалектический метод понимания кластерной модели создания особых экономических зон; методы историко-логического анализа; методы сравнительного анализа; методы статистического и структурного анализа; методы эмпирического исследования, выявляющие отдельные части объекта и причинно-следственные связи; методы системного подхода.

Результаты: Кластеры создаются на базе уникальной внутренней среды и инфраструктуры, специфичной для конкретного региона. Это позволяет максимально использовать конкурентные преимущества предприятий конкретной сферы за счет интеграции. Кластер служит стимулом экономического развития, а регионализм формирует основу его устойчивого роста. Регионализм имеет большое значение при выборе приоритетных направлений инвестирования, поскольку может влиять на уровень риска неопределенности при оценке региональных инвестиционных проектов. Его эффективность подтверждается кластерным развитием проекта детского питания, представленного в статье (Ивано-Франковская область, Украина).

Выводы: Кластерный подход позволяет более эффективно использовать имеющиеся ресурсы. Данный подход связан с политикой наращивания потенциала, а также повышения конкурентной доходности национальных экономик. На территории Украины также существуют кластерные образования. Кластер — удобная форма организации свободной экономической зоны. При этом каждое правительство разрабатывает свои подходы к созданию кластеров и регулированию их деятельности, соответственно, организует деятельность ответственных за реализацию национальной стратегии устойчивого конкурентного развития.

Ключевые слова: кластер, кластерная модель экономики, политика, стратегия, свободная экономическая зона.