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**CLUSTER APPROACH TO DEVELOPMENT OF STATE ECONOMY AS THE DIRECTION OF FORMATION OF NATIONAL INNOVATION MODEL**

***Summary.*** *The article generalizes foreign and domestic experience of government support for creation and development clusters, the analysis of the existing approaches to the cluster systems order to optimize their government support IS ANALYSED****.***

***Key words:*** *clustering of the economy; cluster policy; cluster initiative; competitiveness of state economy, government support, national innovation model.*

**The statement of the problem.** Today the economy Ukraine demonstrates the need for radical and innovative changes. Questions need urgent solution to accelerate growth at both the national and regional levels. One of the innovative approaches to solving existing problems is the use of cluster approach as a component for improving the competitiveness of the region, increasing its capacity and growth. Worldwide, since the last decade of the twentieth century, there has been increased attention as some scientists and government agencies around the cluster model to economic development, use cluster strategy as a tool for economic development of the country, region or industry. The view was formed that, in addition to objective conditions of effective cluster (availability of effective enterprise long enough and strong vertical and horizontal relationships relative economic independence of the region), there are also subjective ones, among which government regulation of clustering economy takes the first place.

**The analysis of recent researches and publications.** Value and prospects of the cluster model of national economy, thereby increasing its competitiveness, stimulates innovation development of dedicated work of scholars such as M. Yermoshenko [1] L.M.-Hanushchak-Efimenko [1] G. Lozova [2] , S. Sokolenko [7] B. Sheleheda [4] and many others.

**Unresolved issues common of the problem.** However, we can'tconsider sufficiently developed problem of state influence on the process of clustering economy. We need to analyze the reasons that not only hinder this process, but also require more detailed study of the feasibility of such influence.

**The purpose of the study.** The study features of international experience, the introduction of the cluster model of economic development, the analysis of national public policies that support cluster projects and formulating proposals to optimize its state support clustering process as a component improving the competitiveness of the national economy, the study of the formation of the national innovation model.

**The main results of the study.** Foreign experience, international studies show that although the process of implementing the cluster approach to economic development of Ukraine is determined by market conditions, the government can support business initiatives for their association in clusters by promoting networking process and provide an enabling institutional environment.

In scientific we studies distinguish the concept of "cluster initiatives" and "cluster policy". Cluster initiatives are organized efforts to increase competitiveness and cluster approach to the development of regional economies, which are carried out by firms, government or research organizations.

**Cluster initiatives are:**

1. Engineering top-down approach - the process of creating a cluster starts "from above", that is stimulated by the state;
2. organic bottom-up approach - steps made by enterprises;
3. reengineering - a hybrid of the previous two.

Depending on the priorities of growth opportunities, the characteristics of a given region and even the country established a theoretical view of the identification and potential benefits of the cluster, each particular state finds its way to building a cluster model of economic development.

In a country the most common is a specific cluster model, but for most of them it is important to state cluster policy.

In addition to national government programs the development of clusters across Europe deals with the European Commission. The Commission continually, update and disseminate information on the development of clusters, involving representatives of political and business leaders to identify ways of development of clusters in the EU. The Commission also considers its mission to support the initiatives of individual countries and regions of the cluster development.
The European cluster memorandum separately stated: "Innovation - is the lever that defines European vision of growth and prosperity. Clusters can be a powerful catalyst in this process. In today's competitive clusters all have to be innovative "[6].

Typically, a country that holds the cluster policy has a certain organization or institution whose purpose is the distribution of funding, monitoring projects, coordinating activities, strategy development cluster, helping to create the cluster structure, advice and more. According to the approach (top-down or bottom-up) and different orientation of public organizations - from government control and funding for planning and cluster (UK) to help create the minimum non-governmental organizations that deal with the process of cluster development (USA).

Building a cluster may take decades and not always the most effective policy development clusters are directly cluster policy. In many cases, public procurement played an important role in prompting new forms of cooperation and manufacture of innovative products and services. First of all government measures should be aimed at addressing network cluster formation and stimulate cooperation.

Public policy should cluster closely intertwined and take into account aspects of regional, industrial, fiscal, tax, innovation policy, public projects of small and medium business and education. It is necessary to take into account the characteristics of the country and its economy.

The first draft of clustering in Ukraine was implemented in 1999. Under this project the association "skirts First" (established in 1998) initiated the use of cluster model in Khmelnitsky region. The financial support provided USAID. The Association brings together manufacturers, service firms, universities, technical schools, commercial firms and government agencies. The first clusters were created with the competitive advantages of the region. The experiment was successful and now "skirts First" comprises five clusters and five regions.

The positive results of the first clusters have attracted the attention of local state administrations and local scientists who analyzed the possibility of using the experience gained in other regions and sectors. Today there are clusters in Vinnytsa, Zaporizhia, Ivano-Frankivsk, Zhitomir, Kiev, Odessa, Poltava, Rivne, Chernihiv and others.

Subjective deterrent to implement cluster initiatives remains imperfect legislative support, which is still limited targeted economic programs create innovative infrastructure in Ukraine, which provides the establishment and implementation of regulatory and methodological framework for the support and development of different types of businesses, organizations innovation infrastructure (innovation centers, science parks, innovation incubators, technology transfer centers and techno, socio-techno) consisting cluster parks.

One of the main problems in the development of clusters in Ukraine is the lack of a coordinated public policy and a single government agency to deal with its implementation. Cluster development involved the State Committee for Regulatory Policy and Entrepreneurship, industry associations, regional councils and regional chambers of commerce. The analysis of cluster programs and projects of these organizations shows that they are focused on small business development. However, we do not take into account the use and development of existing scientific potential by creating clusters in sectors critical to the economic development of the note, the domestic scholars [2-4]. The realization projects to create high-tech clusters to stimulate innovative development of the whole economy, is not an easy task, because:
- the creation of a cluster can not be imposed "from above" and requires cooperative decision "from below";

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A key tool in shaping approaches according to specific objectives and types of clusters within a successful cluster policy analysis raises foreign practice of creating cluster models. This is due to the fact that clusters may sometimes even be dangerous because of the government's Strategy:

- The effect of closure: too much specialization in certain areas can lead to problems if there is a recession. The concentration of resources and businesses makes it difficult conversion process;

- Reduction of competitive pressure that can damage the innovation process, as the main driving force for innovation – competition;

- Syndrome autonomy through which firms in the cluster no longer consider the opportunities and trends outside the cluster. In other words, firms may suffer from "strong ties weaknesses."

**Conclusions:** Thus, existing clustering capabilities of Ukraine's economy were constrained by the presence of subjective factors. These restraining factors for the were implementation of cluster initiatives is occupied by the imperfection of the current legislation and the lack of a coordinated cluster policy concept which takes into account the particularities of regions of Ukraine capabilities of existing scientific potential in creating clusters and potential difficulties in the implementation of cluster projects.
Therefore, it is necessary to develop the concept and create a single state agency to deal with the implementation of cluster policy and coordinated the activities of local authorities and industry associations. But this is only one aspect of the problem. On the other hand, it is clear that stimulating innovative development, clusters and cluster policy should not be perceived as a universal panacea for national economic development. This is due to the need to take account of the fact that:
- Not always the most effective policies cluster development is directly outside the cluster policy coupled with the overall socio-economic strategy, feasibility, willingness and ability of the economy to absorb Ukraine cluster ideology and specific innovative mechanisms for its implementation;

- Implementation of cluster projects - a long and difficult task that requires specific conditions that can not be artificially reproduce. It is s well known that, clusters can not be created from nothing;

- Clusters can even be dangerous because of the government's strategy for closure effects, reducing competitive pressures syndrome independence.
The above reason in a logical sequence necessitate a careful approach to decision-making as appropriate for the establishment and development of the national economy clustering processes and consideration of the interests of all their subjects.

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