The Use of the Cluster Approach for the Development of Agro-Industrial Production and the Implementation of an Innovative Strategy to Increase its Competitiveness

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Abstract

The formation of an agro–industrial cluster for a country that is competitive in the world markets of goods and services, adapted to its regional economic potential and to systemic meso-economic parameters, will position this project as the core of a regional cluster of trans-regional significance and create conditions for the socio-economic development of the country.

Keywords: *Clusters, infrastructure, initiative, innovation, integration, Innovation cluster, agro-enterprises, agro-industrial complex.*

Clusters are associations of business entities operating within clearly defined territorial entities. Clusters can be considered as one of the varieties of large entrepreneurial-type networks. They are a network covering a wide range of socio-economic aspects. Being a consequence of the territorial-sectorial division of social reproduction, clusters really embody the ideology of the network approach.

The essence of the concept of "cluster" consists in combining individual elements (composite particles) into a single whole to perform a certain function or achieve a certain goal. The same meaning is put into the economic content of this word. Clusters cover a significant number of different types of business structures that are important for competition, namely: suppliers of special equipment, new technologies, services, infrastructure, raw materials, additional products, etc. In addition, "...many clusters include government authorities and other institutions, such as universities, standardization centers, trade associations that provide education, specialized retraining, information, research and technical support.

Initiative – proactive and influential people from among entrepreneurs, government structures, public organizations, educational institutions and scientific organizations who are able to unite, interest and prove the usefulness of clusters both for their members themselves and for the region with their authority, organizational skills and knowledge.

Innovations are new technologies in the organization of production, sales, management, financing, capable of opening up new opportunities in the competitive struggle.

Information – through the interaction of the parent organization with the participating organizations, new information is generated, which becomes the driving force of business activity. A unified information space is being formed.

Investments – participation in new investment projects. The experience of developed countries shows that clusters attract much more investment than individual companies.

Integration is the production and sale of components, equipment, tools, technologies, know–how and other intangible assets created by order of the parent organization of the business network, which are intended for the manufacture of competitive products and cannot be sold on the free market for the general consumer.

Interest – provides the main condition for the life of an entrepreneurial or social structure, assuming the presence of interest of participants in cluster associations and their receipt of a certain economic benefit.

Thus, clusters should be considered as a new way of aggregated use of the advantages of the sectorial location of organizations and the possibilities of regional management. Clusters are focused on the economic success of the territory in which they are located. Like the authorities responsible for the development of the region, they can ensure the attraction of additional investments, the activation of innovative processes, as well as the solution of many social problems.

An assessment of the situation in the agro-industrial complex indicates that the development of innovative activities is impossible without financial support and a phased restoration of agricultural production. The main factors influencing the development of innovative activity in the agro—industrial complex are two groups:

1) positive factors -directed development of innovative activity:

- departure from the administrative management of the economy;

- variety of forms of management;

- preserved scientific, educational and industrial potential;

• market for agricultural products;

• use of biotechnologies;

• increasing domestic demand for food.

2) negative factors — constraining innovative development:

• weakening of the scientific potential of agricultural science;

• complexity and features of agricultural production;

•the risk of innovation in the agro-industrial complex;

• the difficult financial condition of agrarian formations;

• reduction of state funding of research programs;

• complexity of the system of crediting innovative investment projects;

• strengthening the monopolization of the processing industry in the agro-industrial complex ;

• increasing the share of imports in the food fund.

The complexity of innovation in agro-industrial production it is determined by the peculiarity of approaches and methods of innovation management, the combination of various types of innovations, the strengthening of the role of the state in stimulating innovation, which is due to the peculiarity of agricultural production, which carries high risks of innovation processes.

The steady growth in the production of agro-industrial complexes, modern technological capacities for processing and storage of products mainly strengthens the raw material development of agricultural production.

An innovation cluster is an association of various organizations that allows you to use the advantages of intra–company coordination and market mechanism – for faster and more effective development of new knowledge and effective development of new knowledge. At the same time, innovations spread through a network of interconnections in the common economic space, facilitating the combination of factors of production. Vertical specialization makes it possible to single out an innovative investment project into a separate financial system, thereby deepening the division of labor and the diversity of internal relationships.

Thus, the cluster is a system for the dissemination of new knowledge and technologies based on the formation of a network of stable connections between all members of the cluster, the technological network. The role of clusters in the creation of a national innovation system, their advantages and development problems are devoted to the works of S.V. Matvienko and a number of other authors. The experience of the formation of regional and interregional clusters in Norway, Germany, Scotland, USA, Finland is summarized, an international comparison of clusters is carried out.

Cluster analysis is based on the assessment of the innovative potential of this region and the creation of business networks, the participants of which show high creative activity, combining competitive advantages and intellectual property protection with cooperation in international teams.

It should be noted that the agro-industrial complex of the country has a significant resource base of commodity products exceeding the needs of the domestic market, has potential price and other competitive advantages in the domestic and foreign markets for such goods as meat, wool, leather. The formation and development of an agro-industrial cluster will allow, through the use of a positive synergy effect, to increase the efficiency of the agro-industrial complex as a whole, will provide a multiplier effect for the dynamic development of the entire economy of the region, will serve as a catalyst for the development of adjacent, adjacent sectors of the economy.

The management of the agro-industrial complex economy based on regional clusters has certain advantages: it will allow to develop the potential of the agro-industrial complex enterprises; increase the tax base; increase the level of employment of rural population in areas; improve rural infrastructure; reorient unprofitable agricultural enterprises; increase entrepreneurial activity in the agro-industrial complex markets in the region; improve the information base for statistical research.

Also, the advantages of clusters in the field of agro-industrial production can be fully attributed to the realization of the competitive advantages of the region in food production related to the geographical location, climate, extensive zones of agro-industrial production of the regions.

In order to organize the cluster directly, an algorithm for the formation of an agro-industrial cluster is proposed. The proposed algorithm consists of four stages:

Step 1: preparatory. This stage involves the general methodological development of a model of an agro-industrial cluster in the region. At this stage, the orientation is being evaluated, a working group is being created, the composition of the participants of the future Council of the agro-industrial cluster in the country is being determined, the mission and purpose of the cluster's functioning are being developed, the regulatory framework is being developed.

Stage 2: analytical, involves conducting research to identify the presence of conditions or potential competitive clusters in the country and includes the following sub-stages:

- determination of the parameters by which certain enterprises in the country can be assigned to the core of the cluster

-marking of cluster boundaries

- identification of links within the cluster that determine its development, including the financial block, the block of scientific and personnel support

- conducting a strategic analysis of the identified cluster model, determining its strengths and weaknesses.

Stage 3: organizational and economic. This stage involves the formation of a unified cluster model, the development of recommendations to ensure the effective functioning of the cluster, including state support measures. At this stage, it is necessary:

– to determine the scale of joint activities of the participants of the agro–industrial cluster in the region

– to assign functions to individual cluster structures

- to develop a cluster development concept, including building a tree of goals, scenarios and development directions

– to develop a cluster development program involving the creation of regulatory and organizational and economic mechanisms for the implementation of the identified areas of development.

Stage 4: evaluation of cluster performance. This stage involves the development of a scenario for the long-term development of the cluster, including forecasts of functioning in certain areas, the formation of a methodology for assessing the effectiveness of the cluster in terms of synergetic effects and contribution to the development strategy of the region.

The creation of an agro-industrial cluster involves the formation of a single cluster model. It may include the key sector, the raw materials production sector and the product promotion sector. To ensure the vital activity of the regional cluster, we will allocate financial, scientific, personnel and service blocks, the volume and content of interaction with which are determined by the cluster plans.

Thus, success in the development of clusters in the agro-industrial complex will be achieved by establishing a permanent dialogue of all participants in the process - enterprises, government structures, research organizations, the system of vocational education. Only mutual understanding and willingness to cooperate between them guarantee positive results.

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