

THE EFFICIENCY OF THE INTERACTION OF STATE AND BUSINESS IN THE FRAMEWORK OF CLUSTER POLICY IMPLEMENTATION

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The role of cluster policy is shown as a key investment initiative in the problem of raising regional and national competitiveness. The main types of government cluster policy is demonstrated, and substantiated the idea of creation of medical cluster on the territory of Samara region. The forecasted effect from creating the medical cluster on the territory of Samara region is calculated.

The idea of cluster in relation to branches and companies was introduced by American economist M. Porter in 1990. M. Porter defines the notion "cluster" as a group of competitive relative branches of economy. He wrote that "...competitive branches are not uniformly distributed in economy, but connected in *clusters* consisting of the economic branches of the country and are connected with each other by different links".

The government can stimulate the development of clusters by various events: creating the platform for the dialogue between various companies - parts of the cluster, the diversification of local demand by placing government orders among local companies, improving the skills of local workforce, creating the brand of the region in order to attract investments.

In Russian government cluster policy is considered as one of 11 "key investment initiatives" (together with creating the Investment fund of RF, special economic zones and etc.).

To our mind, there is a necessity to form medical cluster on the territory of Samara region.

Let's substantiate the creation of this cluster on the territory of Samara region. Spatial clusters in the innovative branches of economy can be created if the following structures are presented:

A) Strong classical university or a specialized natural science institute / scientific and research institute;

B) Successfully functioning together with the university and scientific and research institute / techno park / scientific park / business incubator;

C) One or several successfully operating firms, the specialization of which coincides with the scientific researches in scientific and re-

search institutes and employees have close contacts with these educational and scientific institutions.

Let's consider the presence of the mentioned structures on the territory of Samara region.

A) We take Samara State Medical University (SSMU) as a classical university. The university is a modern multi-level system of continuous training of civil and military specialists, it provides the system of public health service of Samara region and the close regions with high-quality specialists. The University structure contains 12 faculties and more than 80 departments, own clinics for 1210 patients, 3 educational and 4 scientific and research institutes and etc.

B) Scientific and research institutes: there are scientific and research institutes of hematology, transfusiology and intensive therapy, the Institute of Experimental medicine and biotechnology and etc.

C) Samara region has a developed system of public health service. Branch leaders providing high quality medical care that can be the centre of perspective medical cluster of the region are:

◆ Samara regional clinical hospital named after M. I. Kalinin

◆ Samara regional clinical cardiological dispenser;

◆ "Medical company IDK" (infertility treatment by the methods of adjunct reproduction technologies) and etc.

In our case when all above mentioned structures are presented, the main task of the regional government should organize close collaboration between the university, scientific and research institute, state and private companies for forming cluster initiative.

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The influence of medical cluster development on the economy of the region will be revealed in the following directions:

◆ Innovative effect - the introduction of high technologies in medicine at the cost of state financing and developing investment projects;

◆ The inflow of investments into the region, the growth of economic activity, the contribution to the development of the real sector of economy;

◆ The demand in high-quality personnel, the development of intellectual potential of the region, creating new working places.

Let's consider the forecasted effect from creating the medical cluster on the territory of Samara region.

According to expert's evaluation the size of the Russian market of paid medical services is approximately 390 billion rubles. The formation of the cluster of high-technology medical services on the territory of Samara region will make it possible to satisfy the demands of the patients from close regions willing to get high-technology medical services. We suppose that

the retargeting of patients from the mentioned regions will be 5% from the overall volume by the year 2012. Then the calculated inflow of financial resources will be:

$$\begin{aligned} 390\,000\,000\,000 \text{ r.} \cdot 5\% &= \\ &= 19\,500\,000\,000 \text{ r.} \end{aligned}$$

Therefore, the inflow of financial funds into the economy of the region will be 19.5 billion rubles. The joining of public health service sector to the complex of events organized by the regional government will contribute to branch stability in the period of financial crisis, diversification of region's economy and improving the life level of population.

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