

CLUSTER APPROACH AS THE FACTOR OF INCREASE IN REGIONAL ECONOMIC SYSTEM EFFICIENCY

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Keywords: a cluster, cluster approach, competitiveness, region, an economic system.

The article deals with the cluster approach basic concepts. The basic advantages and disadvantages of the approach as a factor of increase in regional economic system efficiency are revealed.

The term "cluster" became popular among economists from the end of 1980-ies. Today the use of the cluster approach is considered as one of the most effective ways of development of territories. Among the basic advantages received by participant's clusters are the conditions of production (production factors); a life quality level; demand conditions; related and supporting branch clusters; strategic policy of the companies.

The cluster development of economics is a certain tool of business. The market society forms the rules of activity of the accounting entities through laws, mutual relations, bank sector, support institutes, etc. Therefore, a cluster, existing within the limits of the given rules, is a special way of organized space that allows successful developing to large firms, small enterprises, suppliers (the equipment, specialized services), objects of an infrastructure, research centers, high schools and other organizations. A cluster is a group of companies, the participants of the certain market generated by means of long-term agreements for the purpose of greatest possible use of the resources and the use of characteristic advantages to the general implementation of the enterprise project.

A distinctive feature cluster is a target of an enterprise activity. In frameworks cluster unites not only production, but also innovative business, field service, etc. Such factors as consolidation of businessmen efforts and investments control on a certain territory assist in production-market processes rationalization and in the redistribution of risks, help in carrying out a flexible policy, necessary in the conditions of quickly changing conjuncture.

Introduction to clusters technologies of consolidation of the enterprises promote the growth of business activity of enterprise structures, the investment climate improvement in country region, the development of social, economic, information and integration systems that, in turn, give an impulse for more intensive development of business, investment attraction and economic territories elevating.

The benefit from a cluster is presented practically at all directions. That is the new companies coming from other industries stimulating and pro-

viding further introductions of an innovative strategy. The interconnected document circulation and prompt distribution of innovations among suppliers or the consumers having numerous contacts to competitors are formed. The present interrelation inside clusters promotes occurrence of the newest ways in a competition and forms absolutely new possibilities.

Nowadays, the clusters approach is researched for the problem resolution of competitiveness and can be applicable for the following applied researches: for the analysis of level of competitive advantages of the state, region, industry in the role of main principles of a nation-wide industrial policy; for the purpose of its usage as a basis of regional social and economic programs; for the stimulation of an innovative activity. No one can deny that creative activity cluster consists in the majority of its participants that don't compete among themselves and serve different segments of industry.

Their creation demands constant contacts of participants of the innovative process, allows correcting scientific researches, developments and production processes. Such interaction is caused by corporate interests, which provide innovative integration of any organizations irrespective of their size. The domination in economy clusters, instead of the isolated companies and industries important for regional economy are observed. The success key driver in clusters' strategy implementation is the active position of leaders of business and positive partnership between interests of various enterprise groups in a region.

The most suitable integration model of economy is a cluster model of economy of a region. One of the distinctive signs of an industrial cluster is a general model of production-cooperation and other interactions of subjects of managing are the principle of territorial localization. However, it is necessary to understand that geographical cluster scales can vary according to one city, country or even some of the adjoining countries. Differently, the region determines only one possible cluster variants.

Received for publication on 21.10.2010

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