

## Development of Regions on the Basis of Formation of Free Economic Zones for a Unified System of Cluster Complex

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**Abstract:** The article deals with the formation and development of a single integrated system of regional clusters is the attraction of production or maintenance of a variety of new equipment and technologies, the creation of a developed economic space and ensuring its rapid development.

**Keywords:** Cluster, regional cluster, unified system of clusters, complex of clusters, production.

**Relevance of the topic.** One of the main tasks at the present stage of development of the local economy is to increase the efficiency of the regions. The solution to this problem involves the rational use of the production and personnel potential of the regions, the use of modern marketing tools and progressive forms of management of the regional economy.

The experience of most developed countries convincingly proves that clustering is an effective way to achieve this goal. The cluster concept has gradually gained worldwide recognition, since the evolutionary development of various types of cluster formation has led to the efficient operation of enterprises in the regions, the creation of new jobs, an increase in income and an increase in the standard of living of the population.

It is known from world practice that many problems and tasks that should be solved in order to increase the competitiveness and innovation of society can be successfully solved on the basis of agglomeration that arises by uniting small and medium-sized enterprises around large companies, thus forming a decentralized sector for the sake of increasing innovation. network structures - clusters.

Given the decisive importance of the cluster concept in the formation of an innovative development model, priority should be given to the mechanisms for the formation and development of clusters, among which the priority role is played by:

- a mechanism for developing management goals, that is, the process of determining the dependence of management goals on the feasibility of creating and functioning clusters;
- a mechanism for reducing the main economic risks, ensuring the consistency of applying various methods to reduce the severity of the most important types of business risks.

Most studies focus on the classification of cluster forms, however, not enough attention is paid to the definition of clustering models, in particular, descriptions of their practical implementation on the example of the experience of different countries.

In this regard, we will try to form a classification of forms of clustering of the economy based on the main determinants of the creation of clusters (Fig. 1).

Geographically, regional, interregional and international forms of clustering are possible. The regional form involves the formation of clusters within the geographical boundaries of only one region. This may include the formation of clusters within certain industries developing in a particular region (tourism, some sectors of the agro-industrial complex, food and light industry).

Interregional clustering is characterized by the simultaneous formation of clusters in several regions of the country.

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Данная форма кластеризации предусматривает объединение предприятий и организаций разных регионов, функционирующих в рамках одной или смежных отраслей (например, добывающая, металлургическая, химическая, машиностроительная промышленность).

Such risks in the sphere of direct production and exchange are material and technical, profile and technological, supply and marketing, production, credit. To reduce material and technical risks, technical enterprises are being created with foreign firms, merging with powerful and advanced domestic companies with direct state support.

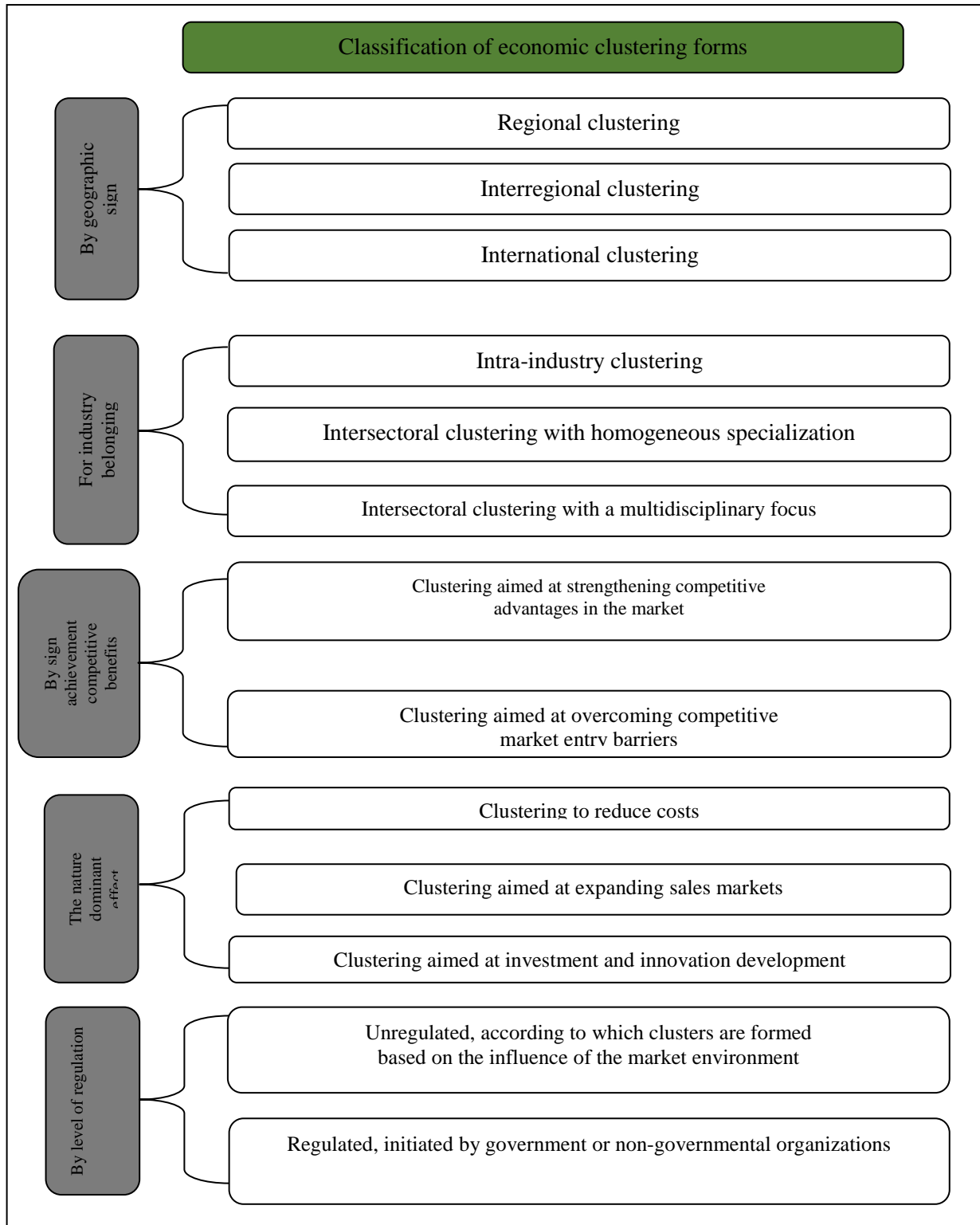


Figure 1. Classification of economic clustering forms



In our opinion, the most consistent reduction of the main economic risks is provided by clustered enterprises, primarily small and private ones; - a pricing mechanism, due to which a sequence of different stages of the process of price formation and their establishment is carried out, as well as a set of methods is implemented, which is used in this case within the large monopolistic companies of the developed countries of the world.

We believe that the pricing process is better implemented in the context of cluster formations, which begins with a methodology for calculating the offer price, which provides for the following main elements:

- determination of the pricing task; assessment of production costs of an enterprise (cluster enterprises);
- study of demand; analysis of prices and products of competitors; choice of pricing method and setting the final price;
- The mechanism of nature management is the economic mechanisms of nature management, in particular, the rationalization of the latter, which are formed on an intersectoral and interregional basis;
- the financial component of the economic clustering mechanism, within which all possible sources of financing should be determined, including at the expense of budgetary funds;
- conditions and principles for financing joint projects with the state, including those aimed at developing the infrastructure necessary for the effective functioning of clusters;
- credit policy conditions and substantiation of the system of preferences for cluster projects.

The absolute value of the synergistic and multiplicative effects largely depends on the local authorities that ensure the conditions for the functioning of the cluster through the implementation of tax, budget and foreign economic policy. World practice shows that even minimal support from local authorities can provide a significant multiplier effect in the economic, social and socio-political spheres.



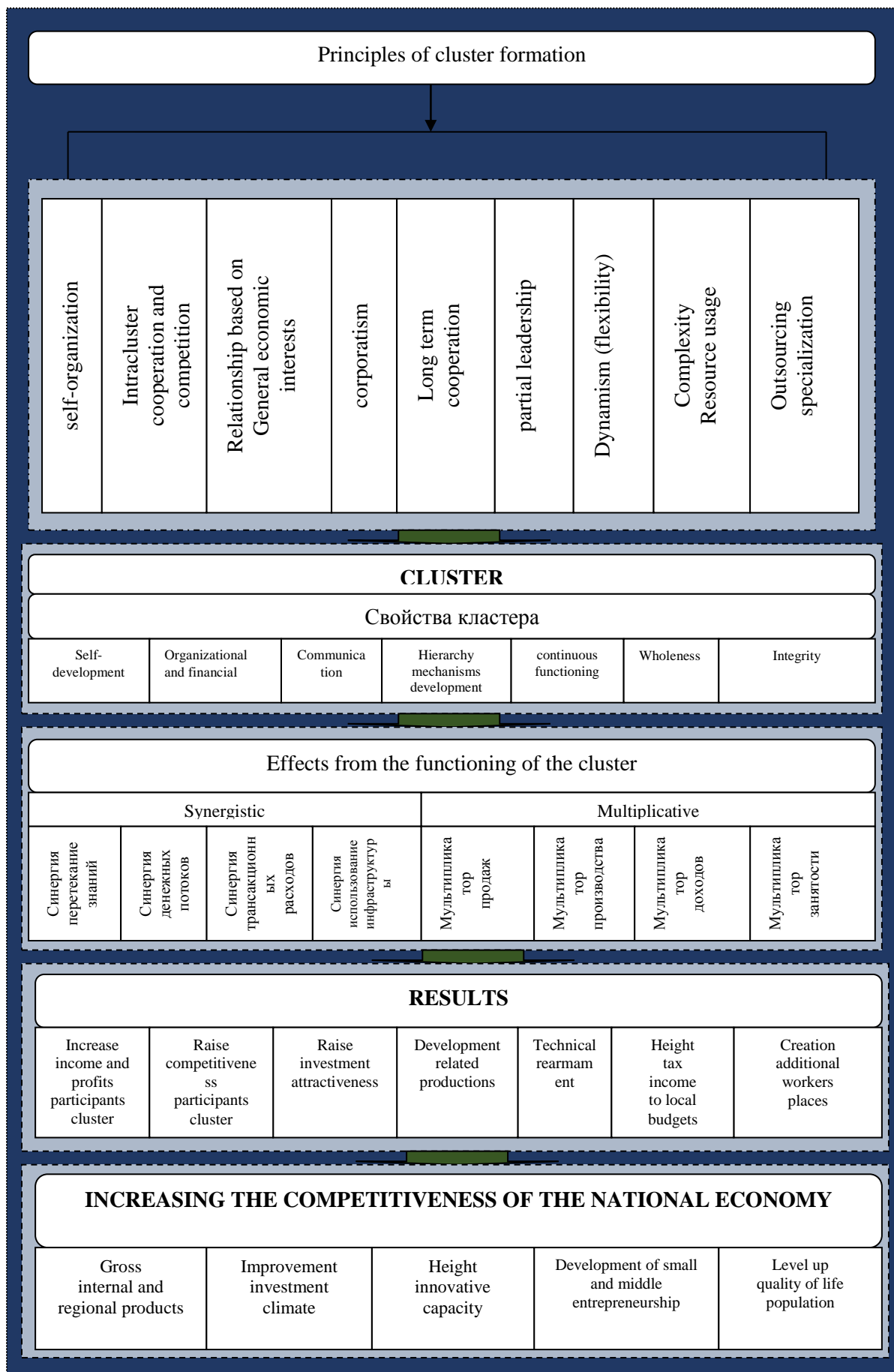


Figure 2. Conceptual diagram of the formation of the effect from the functioning of the cluster.



In general, the internal and external effects of the formation and functioning of clusters lead to an increase in the competitiveness of the national economy through an increase in gross domestic and regional products, an improvement in the innovation climate, an increase in innovation potential, the development of small and private businesses, and an improvement in the quality of life of the population.

The conceptual diagram of the formation of the effect from the functioning of the cluster is shown in Figure 2.

Combining enterprises into clusters allows each of the participants to benefit from the synergy effect, that is, from the effect that arises in formal structures is that the enterprises included in the cluster retain their independence and flexibility. In addition, due to joint activities and, above all, due to the expansion and acceleration of the innovativeness of production processes, enterprises achieve significantly higher labor productivity.

Within the framework of the cluster, there is a free exchange of information, the relationship between clustered enterprises is often completely unexpected, but leads to the development of new ways to compete and generate completely new opportunities for enterprises, a combination of human resources and ideas, create new combinations and opportunities.

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Since a consensus on the concept of "cluster" has not yet been formed by the scientific community, therefore, in defining cluster objects, the author of the dissertation proceeds from the interpretation of this phenomenon according to M. Porter, who is considered the most active supporter of the cluster development model. Hence, the object of study is a group of companies interconnected in a cluster formation, specialized suppliers and service providers; firms in their respective industries, as well as competing organizations related to their activities (universities, standards agencies, trade associations), but at the same time work together.

An analysis of the main industry directions in the creation of clusters in foreign countries allows us to draw the following conclusions: - national characteristics of the existing cluster policy determine the direction of cluster initiatives; - strategic cluster alternatives are determined by national characteristics and the adopted cluster concept; - cluster policies of countries differ in the level of government intervention in the clustering process; - to assess the feasibility of a cluster strategy for the development of a territory, it is necessary to correlate the level of investment potential and the level of investment activity; - the methodological foundations for the formation of a territorial cluster strategy have not yet been developed.

Also, on the basis of literary sources of domestic and foreign authors, O.L. Ksenofontova<sup>2</sup> conducted a comparative analysis of the peculiarities of cluster organization in different countries. This made it possible to identify several of the most common models: the Italian model, the Japanese model, the Finnish model, the North American model, the Indian-Chinese model, and the Soviet model.

Each of the listed models is a certain combination of six key characteristics of the cluster: the degree of market relations and competition, the presence of leading firms, the development of small businesses, innovation, internationalization, the presence of foreign direct investment (FDI). Table 1 presents the main features of these models.

An analysis of the international practice of using the cluster approach and cluster policy demonstrates applicability in Russian conditions, with a certain adaptation of a significant part of this experience.

Based on a comparative analysis of foreign models of development trends, the use of a "mixed" model for the formation of regional clusters is proposed.

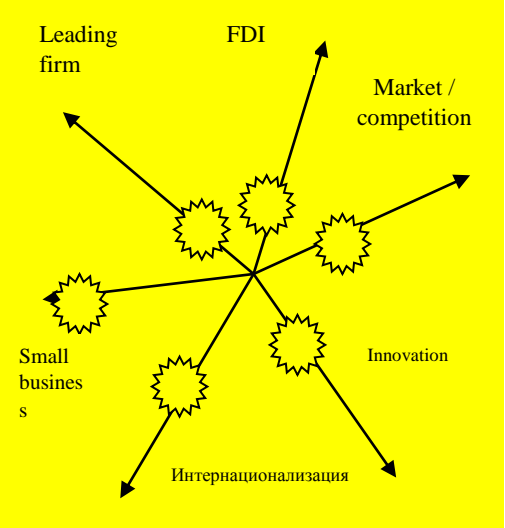
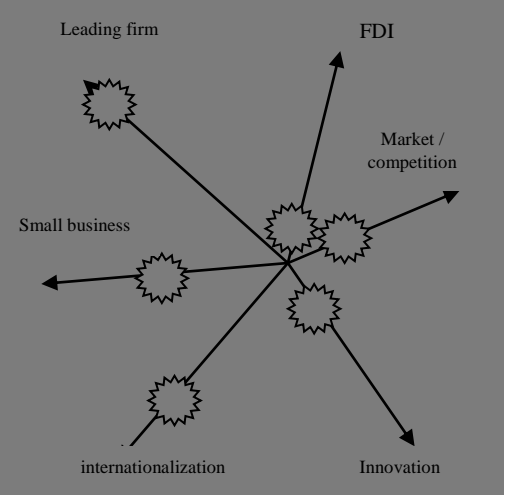
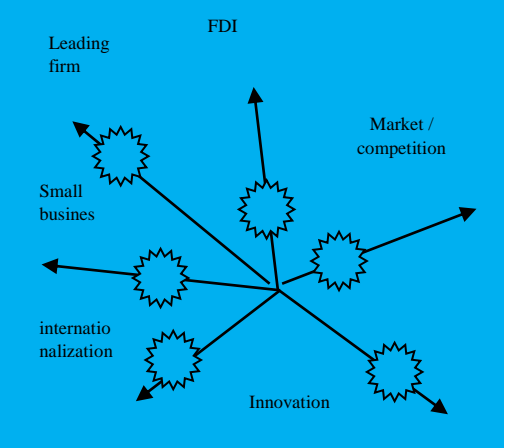
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<sup>2</sup> О.Л. Ксенофонтова. Опыт зарубежных стран по созданию и функционированию кластеров: модельный подход// Экономические науки. file:///C:/Users/Lenovo/Desktop/snt\_2015\_n02-036.pdf



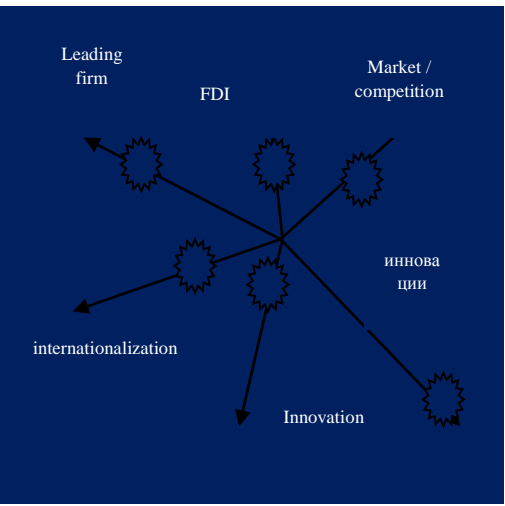
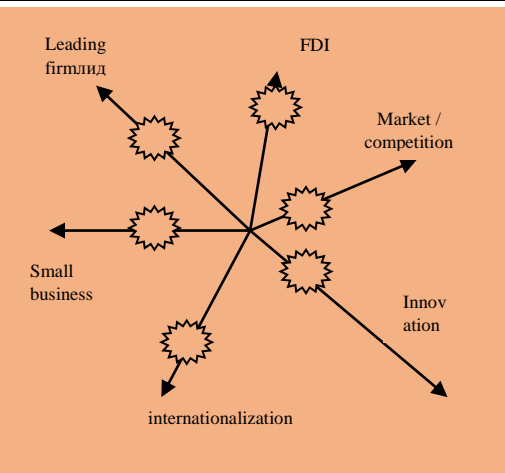
When implementing a cluster policy, a “mixed” model is more effective, which, on the one hand, implies the active role of the regions themselves and regional companies in the formation of clusters, and, on the other hand, support for cluster initiatives from federal authorities.

**Table 1 Characterization of cluster models<sup>3</sup>**

Model name	Brief description of the model	
1	2	3
<p><b>Italian model</b></p>		<p>The industrial cluster consists of a large number of small firms that unite in various associations to increase their competitiveness. The model is applicable to products of a low technological level with a high degree of differentiation and demand fluctuations.</p>
<p><b>Japanese model</b></p>		<p>There is a leader firm in the cluster, which has a high scale of production and integrates a large number of suppliers at various stages of the technological chain. The model is applicable for the production of technologically complex products. Product development requires high fixed costs, which can only be paid off with a large volume of sales.</p>
<p><b>Finnish model</b></p>		<p>The cluster has a high level of business internationalization and innovation. To the greatest extent, the model is applicable to small compact countries, relatively scarce in natural resources and export-oriented</p>

<sup>3</sup> Алейникова И.С. Модели организации региональных промышленных кластеров: обзор международного опыта / И.С. Алейникова, П.В. Воробьев, и др. // Аналитический доклад №2 - Центр региональных экономических исследований экономического факультета УрГУ, Екатеринбург, 2008. - 31с.



<p><b>North American model</b></p>		<p>Competition between firms is most pronounced, most relationships are mediated by the market. Due to competition between suppliers in the cluster, as well as due to mass production at the parent company, a low cost of the final product is achieved.</p>
<p><b>Indian-Chinese model</b></p>		<p>The main role is played by foreign direct investment, which brings modern technologies, investments and provides access to world markets.</p>

An overview study of the world experience of clustering the economy made it possible to draw general conclusions: - the use of the cluster approach is a natural stage in the development of the economy, and its widespread distribution can be considered as the main feature of all highly developed economies; - the specifics of the cluster is the receipt by the organizations included in it of a synergistic effect, expressed in an increase in the competitiveness of the entire system in comparison with individual economic entities; - a distinctive feature of the cluster is its innovative focus; - the implementation of the cluster policy is based on the organization of interaction.

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