

O. Yakushev,

*PhD (in Economics), Associate Professor,
 Doctoral Candidate, Associate Professor
 of the Department of Social Security,
 ORCID 0000-0002-0699-1795,
 e-mail: o.yakushev@chdtu.edu.ua,
 Cherkasy State Technological University,*

N. Trushkina,

*PhD (in Economics), Senior Researcher,
 Senior Research Officer of the Sector of Industrial Policy
 and Innovative Development of the Department
 of Industrial Policy and Energy Security,
 ORCID 0000-0002-6741-7738,
 e-mail: nata_tru@ukr.net,
 Research Center for Industrial Problems
 of Development of the NAS of Ukraine, Kharkiv*

INNOVATIVE PROJECT CLUSTERS IN THE SYSTEM OF FORMING COMPETITIVENESS AND ECONOMIC DEVELOPMENT OF REGIONAL ART EDUCATIONAL INSTITUTIONS

Formulation of the problem. In the modern state of Ukraine, the conceptual foundations for the creation of a regional cluster policy have not yet been formulated, which are based on the establishment of the direction of measures of managerial influence on the prospects and possibilities of creating clusters, the definition of methods, levers and measures, the implementation of which contributed to ensuring the competitiveness of the regional economy and the formation of a smart economy [1-3]. In scientific research and the state mechanism of administrative management, it is necessary to outline scenarios for the formation of cluster policy in the region [4-7] and to propose an algorithm for scenario cluster policy in the region, the implementation of which will prevent future manifestations of a negative scenario of clustering of the regional economy and reduce its negative impact on the formation of a smart economy in Ukraine.

Analysis of recent research and publications.

The Ukrainian school of regional studies separates into an independent direction the research of issues of regulation of the business environment, stimulation of cluster formation, support of small and medium-sized businesses, and development of business incubation tools. The study of the conceptual foundations of clustering and business incubation was carried out O. Amosha, M. Butko, Z. Varnalii, M. Voinarenko, M. Dolishnii, O. Zakharova, P. Hudz, D. Hulak, M. Kyzym, O. Kolomytseva, O. Kudrina, V. Liashenko, V. Omelianenko, I. Pidorycheva, L. Prodanova, S. Sokolenko, D. Solokha, O. Finahina, V. Khaustova, H. Shevtsova and others.

Obstacles to the development of innovation clusters in Ukraine were investigated V. Heiets, B. Danylyshyn, O. Zinchenko, L. Pankova, R. Mann, O. Chernyshov and others. At the same time, the issues of substantiation of the prerequisites and expediency of creating clusters in the region, the formation of a target cluster policy, the quantitative measurement of the impact of the functioning of innovative and educational forms of cluster development on the regional economy, the relationship between economic and cluster policy and its impact on the formation of a smart economy require a more in-depth study.

The aim of the research. The specified problematic issues led to the choice of the topic of the article. The goal of the research is regulatory economic policy in the field of creation of innovative and educational clusters in Ukraine, which will further ensure the systematic activation of entrepreneurial activity and the formation of a smart economy.

Presentation of the main research material.

Regional and economic policies are active and in demand in the system of mechanisms of influence on regional development, as spheres of managerial (regulatory) interaction on processes, which is of primary importance in the strategic vision of the future, which is determined in the prospects of economic development, improvement of the social sphere, improvement of the ecological situation, activation integration processes and relations between territories and subjects of management at the regional level. In the scientific and practical plane of regional management, there are a certain number of varieties of regional policy,

the main of which should be recognized: state and regional; interregional; regional and branch; economic and social. Such structuring and complex meaningful filling of each type requires both active and passive changes in the reproductive processes of regional economic complexes.

At the same time, firstly, the basic foundations of the implementation of such a policy should undergo changes – the ranges of regulatory influence and a clear delineation of the target value of those management tools that will be used by regional authorities in order to achieve the set goals. One of these tools is the innovative educational cluster (IEC), the implementation of which in the regional management system should create favourable conditions for the development of the business environment in the formation of the smart economy and ensure the balance of its needs with the capabilities of the educational system [8-12].

The expansion of the boundaries and components of regional socio-economic policy due to the latest processes is a positive phenomenon, which has managerial and technological innovations as guidelines, the synergistic involvement of innovative tools [13-15], institutions, effective legal support and organizational

support within regional management. In this context, special attention should be paid to expanding the boundaries of Ukrainian regional socio-economic policy through the development and implementation of cluster policy. However, the toolkit of Ukrainian regional management for developing and implementing the basics of cluster policy is still in the phase of its initial formation and accumulation of basic concepts and terms, due to which the elements of real implementation in the form of strategic plans, tasks, principles, and strategies are actually missing.

In a practical management sense, regional policy is the basis for the formation of a strategy and sequence of actions of authorities in matters of the economy and social sphere, as well as organizational support for all participants in the clustering process. Regional policy, by its very nature, consists of a certain number of components and undergoes certain stages of formation in accordance with current needs, economic and social interests, actual and scientifically justified changes.

A generalized vision of regional policy as a complex phenomenon within the regional economy is presented in Figure.

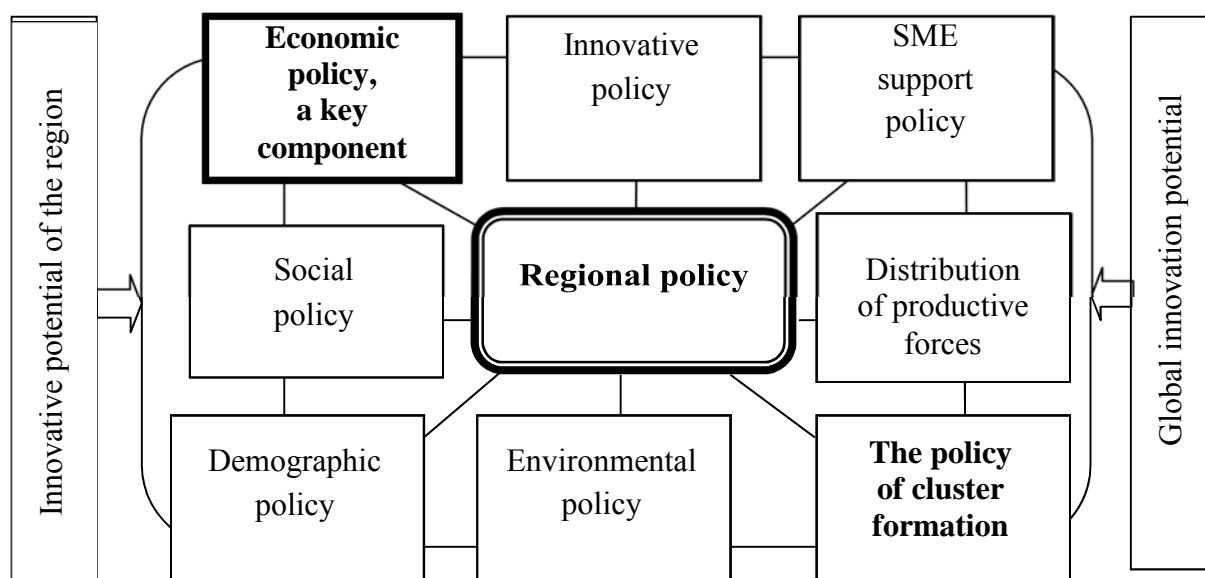


Figure. Generalized vision of regional policy as a complex phenomenon

Source: compiled by the authors.

Expanding the vision of the boundaries and components of regional policy is a progressive direction of movement in the knowledge system of regional management. Active transformations in the internal regional business environment, increased competition between the countries of the world, the lack of control of the processes of globalization and economic integration of world markets and transnational corporations form the obligation to adjust the components of regional policy, to prove their compliance with the progressive changes observed in

the system of theory and practice of management and regionalists. Clustering of the regional economy should be the most progressive tool for implementing such changes.

According to the level of regulation, clustering can be regulated by state administration bodies or by the market environment. The first form is typical for the implementation of the state regional development policy, and primarily involves the achievement of a general socio-economic effect at the level of the state as a whole. At the same time, the interests of individual

participants (enterprises and organizations) may not be taken into account, or their expediency may be unprofitable. The second form of clustering is characteristic of private capital. It takes into account the interests of all participants as much as possible and, in accordance with the laws of the market, optimizes the process of creating added value by combining them. Economically weak participants are eliminated and do not function for a long time. The second form of clustering, despite its higher economic expediency, can lead to regional development disparities, which endangers the achievement of social development goals [16].

Thus, various forms of economic clustering are expressed to one degree or another for all processes of cluster formation. At the same time, it is important to emphasize that the formation of clusters occurs in real life simultaneously in several forms. Each form highlights only certain features of the cluster formation process. Therefore, the multifaceted development of clusters determines the variety of forms of economic clustering [2; 16-17].

The global economy has accumulated experience in the formation and functioning of clusters, which should be taken into account when forming and implementing the cluster policy of the regions of Ukraine. World experience proves that the activity of the clustering process ensures sustainable economic growth of regions, expands business communications, improves culture and reduces social tension, and increases the competitiveness of enterprises. Harmonious and effective communications in the process of cluster formation form the further platform of knowledge management in business.

Analytics confirms that the highest level of development is achieved in those territories where the most favourable conditions for fruitful interaction between scientific, educational and business environments have been created, which has a positive effect on the functioning of the regional labour market. Undoubtedly, each structure has its own key interests, areas of planning, geography of activity, but the consolidation of their efforts around a common goal forms the prerequisites for the development of a competitive environment that functions according to the principles of self-regulation. International experience shows that there are no single rules by which to build an effective cluster policy. Here, everything depends on the peculiarities of the development of the business environment of the region: for one territory, a mono-profile model of clustering is suitable, for another, it is necessary to look for various options for sectoral diversification, which requires the support of regional and state authorities [18]. At the same time, there are established rules and principles, the implementation of which is mandatory to achieve the socio-economic effect expected from clustering.

In general, the goal of the regional cluster policy should be to eliminate disparities in the development of

business in the regions, stimulating regulation of the expanded reproduction of the economy and the creation of innovation-educational clusters at leading institutions of higher education (IHE). Such a goal is relevant for the regions of Ukraine in the form of an active movement towards the implementation of EU standards, it fully corresponds to the introduced reform of local self-government, and therefore must be carefully implemented in practice.

It is also appropriate to outline the tasks of cluster policy implementation, which are relevant and in demand under the current conditions of functioning of the regions of Ukraine:

- development of methodical support for clustering and especially IEC;

- justification, development and promotion of regulatory support for clustering;

- institutionalization of cluster culture;

- cooperation with international institutions implementing innovative projects and active work in the direction of obtaining national and international grants;

- formation of regional networks of business incubators, technology parks, technopolis and other infrastructural forms of support for small and medium-sized businesses [19-20] as components of innovative and educational cluster forms;

- development and promotion of targeted clustering projects – innovative, socio-cultural, educational, etc.

The general principles of the state regional policy are given in the State Strategy for Regional Development for 2021-2027, which was approved by Resolution No. 695 of the Cabinet of Ministers of Ukraine dated August 5, 2020. These principles include:

- legality – compliance with the Constitution and laws of Ukraine, international treaties, consent to the bindingness of which has been granted by the Verkhovna Rada of Ukraine;

- cooperation – coordination of goals, priorities, tasks, measures and actions of central and local executive authorities, local self-government bodies, ensuring cooperation between them during the formation and implementation of state regional policy;

- parity – ensuring the conditions of equal access of stakeholders to the possibilities of state and regional financing of programs of innovative development of the territory;

- openness – ensuring free access to information that defines state regional policy and is at the disposal of state authorities and local self-government bodies;

- subsidiarity – transfer of authority to the lowest level of management for the most effective implementation;

- coordination – interconnection and coherence of long-term development strategies, plans and programs at the state, regional and local levels;

- unitary – ensuring the integrity of Ukraine in terms of territory, political currents, socio-economic policy, etc.;

historical continuity – preservation, dissemination and orientation to the experience of previous stages of socio-economic development of the region;

compliance with the principles of sustainable development – the development of society to meet the needs of the current generation, taking into account the interests of future generations;

objectivity – development of all documents defining state regional policy based on real indicators that are likely to be achieved and that can be evaluated.

A thorough assessment of the listed principles will allow outlining the recommended principles for the development and implementation of cluster policy as a component of regional policy, namely: scientific content and connection with innovative scientific developments;

complexity in analysis, diagnosis of processes, decision-making; synergistic combination of knowledge (management, regional studies, entrepreneurship, innovative management and marketing, etc.); optimization of costs, time and resources; involvement of specialists with certain qualifications and relevant work experience; orientation to the world's leading experience accumulated in the field of clustering and implementation of cluster policy at the regional level.

The generalization of the basic principles of the research in relation to the leading foreign experience allows us to systematize the conditions for achieving the success of the cluster policy and to establish the basic limitations underlying its effectiveness (Table 1).

Table 1

Systematization of leading experience in the field of creation innovative and educational cluster and substantiation of the basic limitations underlying the effectiveness of the cluster policy

| Conditions for successful functioning of the cluster | Meaningful interpretation of the cluster functioning conditions | Basic restrictions on the fulfilment of conditions for cluster functioning |
|--|---|--|
| A favourable legislative and tax environment for the functioning of an innovation-type cluster | Provides preferential conditions for starting a business that is based on innovation for development and modernization promising industries for the regional economy | Substantial state support is received only by those cluster initiatives for which the potential of economic growth and the prospects of innovative creativity in creating added value have been proven |
| High scientific and educational level of the institution of higher education, on the basis of which it is planned to create the IEC | The creation of the IEC on the basis of leading higher education institutions should become a guarantee of the future market success of the business entity through public trust in higher education institutions and a guarantee of providing it with highly professional specialists and innovative ideas | The selection of higher education institutions for the establishment of IECs should be carried out on a competitive basis, where the criteria are the availability of experienced specialists and resources, the effectiveness of the higher educational and scientific activities, the rating of higher education institutions in the national and international educational and scientific environment |
| Close relations between all participants of IEC (educational, scientific, business institutions and local authorities) | Prevention of obstacles and reduction of time for transmitting information, obtaining necessary data, responding to internal and external challenges and making effective management decisions should ensure the profitability and competitiveness of the cluster, the mutual appropriation of the latest knowledge by cluster participants | Preference should be given to those clusters in the activities of which participants not only use the latest technologies and innovations, and those that create new knowledge, capable of radically transforming the regional economy on the basis of achieving a synergistic effect |
| Development of business incubation processes at the initial stages of creating a cluster on the basis of one of its participants, usually in IHE with provision of service support | The purpose of creating a business incubator is the accumulation, stimulation and selection of viable and competitive ideas with their subsequent bringing to the level of practical implementation by providing advisory, mentoring, educational, scientific and organizational services according to the needs of a specific start-up | The business idea that is the basis of the start-up must meet following requirements: to be attractive to investors; have environmentally friendly production technology and final product; to be based on innovative and resource-saving approaches to conducting business and producing a finished product; continuous professional development of personnel involved in the practical implementation of a business idea |

Source: compiled by the authors.

The regulatory and legal field of Ukraine regarding the regulation of the issues of creating clusters and regulating the activities of business incubators is not

sufficiently developed and powerful, but the beginning of its formation can be counted from 1999, when the Resolution of the Verkhovna Rada of Ukraine “On the

Concept of Scientific, Technological and Innovative Development” was adopted of Ukraine, which declared the expediency of the implementation of new educational programs and the development of a system of continuous education (upgrading the qualifications of personnel) in science, production, and the service sector, the formation of science-intensive production processes for the development of innovative structures, namely technology parks, incubators, centers, etc. This document also emphasizes the need to realize the exceptional role of science and innovative activity in the socio-economic revival of Ukraine.

At the same time, even in the absence of a perfect special legal framework in the field of cluster policy in Ukraine, it is possible to assess the existence of a regulatory basis for the creation of the IEC, provided that there are cross-cutting positions in the regulatory and legislative acts that regulate the basis of the joint activities of its main participants.

Any state intervention in the economy, and in our case – the application of various methods and tools for stimulating the processes of clustering of the innovative and educational space of the region, should take into account not only the possibilities (resources and potential) of the development of clusters in the

respective region, but also the expediency of stimulating these processes.

The analysis of world experience regarding the functions of the state (targeted regional policy) in the process of developing clusters allows us to talk about the performance of the following functions by the state:

regulatory – defining the rules of interaction of all cluster participants (the state itself, i.e. regional authorities, business, scientific and educational structures);

stabilizing – creation, preservation and development of favourable conditions for investments, innovations and connections between cluster participants;

entrepreneurial – the state, represented by regional authorities, acts as a direct participant of the cluster, and can also be the owner / co-owner of enterprises and organizations (educational, scientific, etc.).

At the same time, the main function of the government within the framework of the cluster policy should be stimulating, based on the creation of favourable conditions for the formation of innovative and educational cluster forms in the region. In order to determine the priorities of such stimulation, the author's conceptual vision of the goal, tasks and measures within the framework of the regional cluster policy of the region is proposed in the work (Table 2).

Table 2

Conceptual vision of the regional policy of clustering on the basis of stimulation of the innovative and educational space of the region

| Component | Content |
|-------------------------|--|
| Goal | socio-economic development of the region based on innovative and educational forms of clustering; creation of conditions for formation, functioning and development of IEC |
| Tasks | increasing the level of competitiveness of the region; territorial socio-economic integration and spatial development; formation of a system of sustainable relationships between government, business, science and education; growth of business and innovative activity of business entities; improvement of the investment climate, investment attractiveness of regions, expansion of sources of development financing; business development, human development; development of systems of science and education, primarily higher education |
| Principles of formation | general principles of state regional policy: legality, cooperation, parity, openness, subsidiarity, coordination, unitarily, historical continuity, compliance with the principles of sustainable development, objectivity; principles that take into account the peculiarities of the operation of the IOC: innovativeness, competitive partnership, closeness of the technological and organizational cycle, readiness for cooperation, a common defined goal (synergistic effect) |
| Content of events | development and ratification of the legislative framework in the sphere of functioning of clusters; support for possible areas of integration of business, science and education; targeted funding and financial support for the creation and operation of clusters; justified tax regulation of activities of potential and actual participants of the cluster; primary stimulation of the functioning of clusters, which are among the most promising types of activities for the economy of the region; increasing the quality of the education system and professional training of specialists in the region; ensuring the availability of leading innovative knowledge and dissemination of information about the latest technologies created within the cluster; reduction of regulatory barriers to the creation of new innovative activities |
| Methods | administrative, economic, legal |
| Levers | crediting, financing, taxation, provision of benefits |
| Types of events | organizational, consulting, regulatory, resource, integration, support |
| Socio-economic effect | acceleration of regional development; increasing the profitability of business entities; increase in the level and quality of life of the population of the region |

Source: compiled by the authors.

Depending on the specifics of the methods and tools, four main variants of the state's stimulating policy regarding clustering are used in global practice: functional state policy based on the creation of favourable conditions for the unification of interested parties in the creation of a cluster or business incubator; supporting policy, where the role of the state is to direct and support infrastructure investments; the regulatory policy of the state, which, along with comprehensive support for programs for the creation and operation of a business incubator, contains regulatory-type measures to change or expand the specialization of the region by types of activities; the policy of the state's responsibility for the promising and successful development of a cluster formation, which is manifested in the implementation of specific protective measures, such as subsidizing or reducing regulatory pressure [7; 21].

Conclusion and prospects for further research.

The main goal of the economic policy of clustering based on a systemic vision of the innovative and educational space of the region should be socio-economic development due to the introduction of

innovative and educational clusters, as well as the creation of conditions for the formation, functioning and development of a smart economy. The system of measures to stimulate smart economy clustering processes must comply with certain principles: firstly, general principles of state regional and vectorial economic policies, secondly, principles of creation, distribution and functioning of clusters, in particular IOC.

The policy of clustering the innovative and educational space of the region is a component of the general state regional policy and must be coordinated with other directions of regional policy, in particular with economic, structural, and branch policies. At the same time, the main instruments for the implementation of the cluster policy at the regional level must be clearly justified, the conditions for the implementation of the relevant instruments must be outlined, and the territories where it is economically expedient to implement innovative and educational clusters in the smart economy must be determined. This will become the direction of further scientific research.

References

1. Amosha, O., Lyakh, O., Soldak, M., Cherevatskyi, D. (2018). Institutional determinants of implementation of the smart specialisation concept: Case for old industrial coal-mining regions in Ukraine. *Journal of European Economy*, 17 (3), pp. 305-332. DOI: <https://doi.org/10.35774/jee2018.03.305>.
2. Yakushev, O. V. (2015). Approach to the process of incubation and clustering of businesses in the region. *Promising problems of economics and management*, pp. 168-173. Montreal, Publishing house «BREEZE».
3. Liashenko, V. I., Trushkina, N. V. (2020). Instytutsiini zasady stvorennia ta funktsionuvannia industrialnykh parkiv na rivni terytorialnykh hromad v umovakh detsentralizatsii ta smart-spetsializatsii [Institutional principles of creation and functioning of industrial parks at the level of territorial communities in the conditions of decentralization and smart specialization]. *Upravlinnia ekonomikoiu: teoriia ta praktyka. Chumachenkivski chytannia – Management of Economy: Theory and Practice. Chumachenko's Annals*, pp. 32-67. Kyiv, IIE of NAS of Ukraine. DOI: <https://doi.org/10.37405/2221-1187.2020.32-67> [in Ukrainian].
4. Dzwigol, H., Kwilinski, A., Trushkina, N. (2021). Cluster model of organizing logistics in the region (on the example of the economic district "Podillya"). *Journal of European Economy*, Vol. 20, No. 1, pp. 127-145. DOI: <https://doi.org/10.35774/jee2021.01.127>.
5. Borodina, O., Trushkina, N. (2021). The cluster approach to the digitalization of public governance in the regional strategy: international practice and Ukrainian realities. *Economics & Education*, Vol. 6, Iss. 4, pp. 12-22. DOI: <https://doi.org/10.30525/2500-946X/2021-4-2>.
6. Liashenko, V., Trushkina, N. (2021). Cluster Component of Sustainable Regional Development: Romanian Practice and Ukrainian Realities. *Ekonomichnyi visnyk Donbasu – Economic Herald of the Donbas*, 4(66), pp. 11-18. DOI: [https://doi.org/10.12958/1817-3772-2021-4\(66\)-11-18](https://doi.org/10.12958/1817-3772-2021-4(66)-11-18).
7. Lazarenko, D. O., Trushkina, N. V., Utkin, V. P. (2021). Realizatsiia klasternoi polityky u ramkakh stratehii prostorovoho rozvytku terytorii Ukrainy [Implementation of the Cluster Policy within the Framework of the Spatial Development Strategy of the Territories of Ukraine]. *Upravlinnia ekonomikoiu: teoriia ta praktyka. Chumachenkivski chytannia – Management of Economy: Theory and Practice. Chumachenko's Annals*, pp. 86-105. Kyiv, IIE of NAS of Ukraine. DOI: <https://doi.org/10.37405/2221-1187.2021.86-105> [in Ukrainian].
8. Yakushev, O. V. (2016). Rehionalni aspekty rozvytku biznes-inkubatoriv v Ukraini [Regional aspects of the development of business incubators in Ukraine]. *Economics and management organization*, No. 2 (22), pp. 113-122. Vinnytsia, DonNU [in Ukrainian].
9. Podluzhna, N. O. (2018). Prohramovana ta SMART-ekonomiky yak osnovni oriientyry rozvytku Ukrainy ta yii rehioniv [Programmable and SMART economies as the main guidelines for the development of Ukraine and its regions]. *Bulletin of the Berdyansk University of Management and Business*, No. 1 (41), pp. 69-73 [in Ukrainian].
10. Pidorycheva, I. Yu., Liashenko, V. I. (2018). Innovatsiini perspektyvy staroosvoienykh terytorii: inozemnyi dosvid ta mozhlyvosti yoho vykorystannia v Ukraini [Innovative perspectives of old territories: foreign experience and possibilities of its use in Ukraine]. *Innovatsiine promyslove pidpriemstvo u formuvanni staloho rozvytku – Innovative industrial enterprise in the formation of sustainable development*, pp. 118-147. Kyiv, IIE of NAS of Ukraine [in Ukrainian].
11. Ivanov, S. V., Liashenko, V. I., Pidorycheva, I. Yu. et al. (2018). Ukraina v yevropeiskomu naukovo-osvitnomu ta innovatsiinomu prostori: kontseptsiiia adaptatsii ta intehtatsii v umovakh Uhody pro asotsiatsiiu z Yevropeiskym Soiuzom [Ukraine in the European scientific, educational and innovative spaces: the concept of adaptation and integration in the terms of the Association Agreement with the European Union]. Kyiv, IIE of NAS of Ukraine. 331 p. [in Ukrainian].
12. Amosha, O. I., Zaloznova, Yu. S., Ivanov, S. V., Liashenko, V. I., Pidorycheva, I. Yu. et al. (2021). Innovatsiine Prydniprovia: hra na vyperedzhennia [Innovative Prydniprovia: a game of anticipation]. Kyiv, Dnipro, IIE of NAS of Ukraine. 286 p. [in Ukrainian].
13. Hutsaliuk, O. M., Havrylova, N. V. (2020). Vplyv marketynhovykh, finansovykh ta tsyfrovyykh tekhnolohii na rozvytok infokomunikatsiinoi sfery, yak skladovoi innovatsiinoi infrastruktury [The influence of marketing, financial and digital technologies

on the development of the information and communication sphere as a component of the innovative infrastructure]. *Visnyk ekonomichnoi nauky Ukrainy*, 2 (39), pp. 166-171. DOI: [https://doi.org/10.37405/1729-7206.2020.2\(39\).166-171](https://doi.org/10.37405/1729-7206.2020.2(39).166-171) [in Ukrainian].

14. Kolodinskyi, S. B., Hutsaliuk, O. M., Kramskyi, S. O. (2022). Management of inter-firm cooperative relations for the exchange of innovations by enterprises of Ukraine. *Intellectualization of logistics and Supply Chain Management*, Vol. 15, pp. 46-55. DOI: <https://doi.org/10.46783/smart-scm/2022-15-4>.

15. Kramskyi, S. O., Hutsaliuk, O. M., Abliazova, N. R., Maltsev, M. M. (2023). Vykorystannia proiektnoho menedzhmentu yak innovatsiino-envairmentalnoho pidkholu v systemi pidhotovky fakhivtsiv z ekonomiky ta upravlinnia naukovo-tekhnichnoiu sferoiu [The use of project management as an innovative and environmental approach in the system of training specialists in economics and management of the scientific and technical sphere]. *Ekonomichnyi visnyk Donbasu – Economic Herald of the Donbas*, 3 (73), pp. 88-96. DOI: [https://doi.org/10.12958/1817-3772-2023-3\(73\)-88-96](https://doi.org/10.12958/1817-3772-2023-3(73)-88-96) [in Ukrainian].

16. Okseniuk, S. H. (2018). Klasteryzatsiia promyslovosti v zabezpechenni ekonomichnoi bezpeky derzhavy [Clustering of industry in ensuring the economic security of the state]. Thesis of Ph.D. in Economics: 21.04.01. Kyiv. 302 p. [in Ukrainian].

17. Liashenko, V., Ivanov, S., Trushkina, N. (2021). A Conceptual Approach to Forming a Transport and Logistics Cluster as a Component of the Region's Innovative Infrastructure (on the Example of Prydniprovsky Economic Region of Ukraine). *Virtual Economics*, Vol. 4, No. 1, pp. 19-53. DOI: [https://doi.org/10.34021/ve.2021.04.01\(2\)](https://doi.org/10.34021/ve.2021.04.01(2)).

18. Kudrina, O. Yu. (2014). Promyslovi potentsial rehionu: formuvannia, otsinka ta stratehiia [Industrial potential of the region: formation, evaluation and strategy]. Luhansk, Noulidzh. 456 p. [in Ukrainian].

19. Lyashenko, V., Pidorycheva, I. (2019). The formation of interstate and cross-border scientific-educational and innovative spaces between Ukraine and the European Union member states in the digital economy. *Virtual Economics*, Vol. 2, No. 2, pp. 48-60. DOI: [https://doi.org/10.34021/ve.2019.02.02\(3\)](https://doi.org/10.34021/ve.2019.02.02(3)).

20. Pidorycheva, I., Shevtsova, H., Antonyuk, V., Shvets, N., Pchelynska, H. (2020). A Conceptual Framework for Developing of Regional Innovation Ecosystems. *European Journal of Sustainable Development*, Vol. 9, No. 3, pp. 626-640. DOI: <https://doi.org/10.14207/ejsd.2020.v9n3p626>.

21. Liulchak, Z. S., Vyshnovska, Kh. M. (2011). Klasteryzatsiia – sposib pidvyshchennia konkurentospromozhnosti vitchyznianskykh pidpriemstv ahropromyslovoho kompleksu ta haluzi, zahalom [Clustering – a way to increase the competitiveness of domestic enterprises of the agro-industrial complex and the industry in general]. *Bulletin of the Lviv Polytechnic National University*. 2011., No. 720, pp. 168-196 [in Ukrainian].

Якушев О. В., Трушкіна Н. В. Інноваційно-проектні кластери в системі формування конкурентоспроможності та економічного розвитку регіональних мистецьких освітніх закладів

Статтю присвячено актуальним питанням розробки та впровадження регуляторної економічної політики у сфері створення інноваційно-освітніх кластерів як інструменту формування смарт-економіки. Надано та обгрунтовано узагальнене бачення регіональної політики як комплексного явища. Доведено та системно аргументовано концептуальні основи формування кластерної політики регіону, що, на відміну від наявних, базуються на алгоритмі сценарування, розробленні цільових планів та проектів розвитку окремих регіонів, обгрунтуванні спрямованості заходів сприяння розвитку кластерів, визначенні методів, важелів та доцільних видів управлінського впливу, реалізація яких на рівні регіону дозволить досягти соціально-економічного ефекту для кожного учасника кластерної взаємодії.

Надано концептуальне бачення регіональної політики кластеризації на основі стимулювання інноваційно-освітнього простору регіону та визначено базові принципи, що повинні забезпечити успішну реалізацію управлінського регуляторного впливу – наукоємність та зв'язок з інноваційними науковими доробками; комплексність в аналізі, діагностуванні процесів, прийнятті рішень; синергетичне поєднання знань; оптимізація витрат, часу та ресурсів та інших.

Ключові слова: інноваційно-проектні кластери, економічна взаємодія, конкурентоспроможність, економічний розвиток, мистецькі освітні заклади, смарт-економіка.

Yakushev O., Trushkina N. Innovative Project Clusters in the System of Forming Competitiveness and Economic Development of Regional Art Educational Institutions

The article is devoted to pressing issues of development and implementation of regulatory economic policy in the field of creating innovative educational clusters as a tool for shaping a smart economy. Provided and reasonably generalized vision of regional policy as a complex phenomenon. The conceptual foundations of the formation of the cluster policy of the region are proved and systematically argued, which, unlike the existing ones, is based on the scenario, development of targeted plans and development projects for individual regions, substantiation of the direction of measures to promote the development of clusters, determination of methods, levers and appropriate types of managerial impact, implementation which at the regional level will achieve a socio-economic effect for each participant in cluster interaction. The conceptual vision of the regional policy of clustering is provided on the basis of stimulating the innovative and educational space of the region and the basic principles are determined that should ensure the successful implementation of managerial regulatory influence – the knowledge-intensiveness and the relationship with innovative scientific developments; complexity in analysis, diagnostics of processes, decision making; synergistic combination of knowledge; optimization of costs, time and resources and others.

Keywords: innovation project clusters, economic interaction, competitiveness, economic development, art educational institutions, smart economy.

Creative Commons Attribution 4.0 International (CC BY 4.0)



Received by the editors 02.11.2023