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POTENTIAL AREAS OF APPLICATION OF THE CLUSTER APPROACH TO RECOVERY OF THE UKRAINIAN ECONOMY

Problem statement. The revival of the Ukrainian economy after the 2014 crisis is a pressing issue that requires high attention from the government and businesses. One of the effective development strategies is the use of a cluster approach, which involves combining enterprises into a single economic system to ensure joint development and competitiveness.

The application of the cluster approach to the revival of the Ukrainian economy can become an effective tool for ensuring sustainable development and increasing the competitiveness of Ukrainian enterprises. However, the successful implementation of the cluster strategy requires the involvement of state support and a high level of cooperation between enterprises.

Analysis of recent research and publications.

The issues of cluster policy, creation of innovative competitive advantages, and development of competitive strategies for countries in the context of globalization have been studied in works [1-11]. Scientific papers have been dedicated to the study of the development of transport-logistic clusters, IT clusters, and the potential integration of multifunctional cluster systems [12-24].

The aim of the article is to study the potential areas of application of the cluster approach for the revival of the Ukrainian economy and to assess the effectiveness of such an approach.

Presentation of the main research material. The cluster theory is based on the idea that certain business spheres can be interconnected more closely than with the rest of the economy, creating so-called clusters. A cluster can be defined as a geographical concentration of companies that interact with each other and with consumers, suppliers, and other organizations in a relatively similar industry sector. Clusters can be formed in any industry, from manufacturing to services [1].

The cluster approach is a method of organizing production that is based on grouping companies and

organizations to achieve mutual benefits. Clusters provide the development of relationships between companies, facilitate the exchange of knowledge, information, and technologies, thereby contributing to the growth of competitiveness and ensuring sustainable economic development.

The cluster approach is based on the idea that economic development can be achieved through the development of clusters. The main principles of the cluster approach include [2]:

- **Grouping:** within the cluster, companies are grouped according to common goals and interests.
- **Mutual benefit:** the cluster approach involves cooperation and the exchange of knowledge and resources between companies to achieve common goals.
- **Collaboration:** the cluster approach is based on close collaboration between companies, which ensures a rapid exchange of information and knowledge.
- **Innovation:** clusters are centers of innovation, as they provide joint work and exchange of knowledge and technologies between companies.
- **Sustainability:** clusters ensure sustainable development, as companies can unite in industry associations and cooperate with industry organizations.

The cluster approach can be used to revive the economy of Ukraine at various levels. For example, at the regional level, it is possible to create clusters of companies in a particular industry, providing joint work, exchange of knowledge, and information sharing, which will contribute to the development of the industry and the economy as a whole.

There are several potential areas of application of the cluster approach for the recovery of the Ukrainian economy [4]:

1. **Agro-industrial sector** – Ukraine is one of the leading countries in the cultivation and export of agricultural products. A cluster approach can help increase the competitiveness and efficiency of this industry through cooperation between enterprises, the

introduction of innovative technologies and developments, as well as openness to new investments and partners.

2. IT sector – Ukraine is a leader in the field of IT technologies and has significant potential for further development of this industry. A cluster approach can help ensure cooperation between IT enterprises and startups, openness to new technologies and investments, and the creation of innovative solutions and products.

3. Tourism sector – Ukraine has great tourism potential, but this sector needs further development and modernization. A cluster approach can help create cooperation between tourism companies and services, openness to new ideas and investments, and the creation of innovative tourism products and services.

4. Energy sector – Ukraine has great potential in the field of renewable energy, as well as the development of energy efficiency. A cluster approach can help foster collaboration between renewable energy companies, research and innovation in the field, and energy efficiency companies. This will help to develop and implement new technologies, increase production efficiency and reduce energy costs.

5. Medical sector – Ukraine is one of the leading countries in the production of medicines and medical equipment. A cluster approach can help improve production efficiency and quality, ensure cooperation between pharmaceutical companies and medical institutions, and create conditions for the development of new medical technologies and products.

6. Manufacturing sector – Ukraine is a large producer of various goods, but this sector needs modernization and increased competitiveness. A cluster approach can help create cooperation between manufacturing enterprises and suppliers, openness to new investments and technologies, as well as the development and implementation of new innovative solutions in production.

7. Transport and logistics systems. The existence of a value chain of the movement of goods from the places of their production (shippers) to the places of consumption (cargo consumers) with the appropriate transport and logistics service, provided by transport and logistics, distribution centers and transport service providers, allows to witness the formation of regional transport and logistics systems as a prerequisite for the formation of transport -logistic clusters [14, p. 916].

Ukraine has several existing clusters that contribute to the development of the economy and increase in competitiveness. Several examples of clusters in Ukraine and their impact on the economy are described below [5]:

IT cluster: Ukraine has a powerful IT sector that works within the framework of the cluster. Ukrainian IT companies cooperate with each other and with world industry leaders, which allows for the development of new products and services. The cluster of IT companies has a great impact on the economy of Ukraine, as the industry is quite profitable and produces a significant amount of export products.

Agrarian cluster: Ukraine is one of the leading countries in the world in the production of agricultural products. Ukrainian agricultural companies work within the framework of a cluster, which allows to ensure the production of high-quality products, increase their competitiveness and export to foreign markets.

Metallurgical cluster: Ukraine has significant resources for the production of metals, which ensures the development of the metallurgical cluster. The cluster unites enterprises that provide production and processing of metal, which provides export income for the country.

Forest cluster: Ukraine is one of the leading countries in the production of wood and wood products. Ukrainian forest companies work within the framework of a forest cluster, which allows to ensure the effective use of forest resources, reduce production costs and increase the competitiveness of products on the international market.

These clusters in Ukraine play an important role in the development of the country's economy and contribute to increasing competitiveness in international market conditions. Clusters make it possible to create common resources, save production costs, develop new products and services, improve the qualifications of workers and ensure the efficient use of the country's resources.

To determine new possible clusters and their potential impact on the economy, it is necessary to conduct an analysis and assessment of the potential advantages of various industries and types of activity.

One of the possible fields is eco-energetics. Ukraine has great potential in the field of using renewable energy sources, such as solar and wind energy. The development of eco-energy can contribute to reducing responsibility for environmental pollution, reducing energy supply costs and attracting investments.

Another possible field is biotechnology. Ukraine has significant potential in plant cultivation and food production, which can be enhanced by the use of new biotechnologies. The development of this industry can help increase the yield and quality of food products, reduce dependence on imports, and create new jobs [6].

Also, a possible cluster is the field of mechanical engineering and the automotive industry. Ukraine has potential in the production of trucks, agricultural and construction machinery, as well as machinery and equipment for industry. The development of this industry can help increase the production of domestic equipment, reduce dependence on imports, and create new jobs.

Examples of the use of clusters that have successfully restored the economy in other countries. Here are some of them [7]:

1. Mechanical engineering cluster in Bavaria, Germany. The engineering cluster in Bavaria is one of the largest and most successful clusters in the world. This cluster was invented in 1998 and unites more than 800 enterprises in the field of mechanical engineering. The cluster allowed Bavaria to maintain its leading position in machine building, which is a key sector of

the country's economy. Currently, Bavaria's machine-building cluster produces 15% of all cars in the world and provides 25% of all jobs in the country.

2. Space industry cluster in Toulouse, France. The space industry cluster in Toulouse was created in the 1980s and ensured the economic development of the region in the south of France. The cluster unites enterprises working in the field of space technologies and allows the region to provide more than 30,000 jobs. The cluster also provides significant export potential for France and provides a link between scientific research and industry.

3. Biotechnology cluster in Massachusetts, USA. The biotech cluster in Massachusetts was established in the 1980s and has allowed the region to become a leader in biotech in the US. The cluster unites enterprises working in the field of biotechnology, research in medicine, as well as universities and research centers. The cluster has created more than 72,000 jobs and provides significant export potential for the US. In addition, the cluster supports innovation and research that helps improve medical technologies and medicines that ensure people's health.

These examples show how successful clusters can help regions and countries maintain their leadership positions in key economic sectors and create new opportunities for development. Clusters can unite enterprises, research centers, universities and other organizations for joint work on innovative projects and the development of new technologies that ensure economic development and increase competitiveness.

Analyzing the reasons for the success of the aforementioned clusters, it is possible to highlight several factors that contributed to their creation and development [8]:

1. Strong scientific base: all three clusters have access to a high-quality scientific base and scientific research, which enables the development of new technologies and products. Willingness to cooperate: cluster participants are ready to cooperate and share knowledge, which contributes to the creation of innovations and the development of new products.

2. Access to financial resources: cluster participants have access to financial resources and investments, which allows them to develop and implement new technologies.

3. Smart government policies: All three countries have smart government policies aimed at supporting the development of clusters and innovation in general.

Ukraine has the potential to create successful clusters in various industries, but several problems need to be solved for this:

1. Low level of scientific base: Ukraine has high-quality scientific institutions and scientists, but they need more support and investment.

2. Insufficient level of cooperation: Ukrainian enterprises tend to isolate and neglect cooperation with other market participants.

3. Insufficient access to financial resources: Ukraine needs a more efficient financing system to

ensure support for startups and innovative projects, as well as the development of scientific research.

Unfavorable conditions for business: Ukrainian legislation and business environment do not always contribute to the creation and development of business, which can also become an obstacle to the creation of successful clusters [9].

Therefore, in order to create successful clusters in Ukraine, it is necessary to support the development of the scientific base and scientific research, promote cooperation between market participants and ensure access to financial resources and investments. It is also necessary to reform the business environment and state policy in order to create favorable conditions for the development of business and innovation.

Based on the analysis of studies of successful clusters in Israel, Sweden and the USA, several recommendations can be made regarding the use of a cluster approach to the recovery of the Ukrainian economy:

To contribute to the development of the scientific base. The government should support scientific institutions and involve scientists in cooperation with the connection to create innovative products.

Creation of clusters in various industries. The government can promote the creation of clusters in various sectors of the economy, which will allow enterprises to work together on the development of new products and technologies.

Support of small and medium enterprises. The government can create special financial programs and investment funds to support small and medium-sized enterprises, which will allow them to develop and implement new technologies.

Ensuring interaction between cluster participants. The government can create special forums and platforms for the exchange of knowledge and ideas between cluster participants, which will contribute to the development of new products and technologies [10].

Development of effective state policy. The government should develop an effective state policy aimed at supporting the development of clusters and innovations in general.

The use of a cluster approach can become an effective tool for the recovery of the Ukrainian economy, which will create favorable conditions for the development of new innovations and ensure sustainable economic development of the country. At the same time, it is important to remember the need to attract highly qualified specialists and support the scientific base, as well as the importance of the development of small and medium-sized enterprises. Ensuring interaction between cluster participants and the development of effective state policy are also important aspects of the successful use of the cluster approach in the economy.

Conclusions. Summarizing the conclusions, we can say that the use of a cluster approach to the recovery of the Ukrainian economy can become an effective tool for creating favorable conditions for the development of new products and technologies, ensuring the competitiveness of enterprises and attracting investments.

In view of the successful experiences of countries such as Israel, Sweden and the USA, several recommendations can be made regarding the use of the cluster approach in Ukraine, in particular, promoting the development of the scientific base, creating clusters in various fields, supporting small and medium-sized

enterprises, ensuring interaction between cluster participants and development of effective state policy.

The implementation of these recommendations can help Ukraine create a favorable environment for the development of clusters and innovations, which ensures sustainable development of the economy and increases its competitiveness in the world market.

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Гриценко С. І., Гречковська А. І., Кордяк М. О. Потенційні сфери застосування кластерного підходу до відновлення української економіки

У статті визначено сутність, принципи кластерного підходу та його переваги в контексті відновлення економіки. Проведено аналіз досвіду застосування кластерного підходу в різних країнах та його відповідність українським реаліям. Розглянуто потенційні сфери застосування кластерного підходу до відновлення української економіки. Визначено переваги та недоліки використання кластерної моделі в умовах України та наведені приклади країн, де кластерний підхід був успішно реалізований. Обґрунтовано механізми державної підтримки кластерів та важливість розвитку інфраструктури для успішної реалізації кластерної стратегії.

Ключові слова: кластерний підхід, відновлення української економіки, сфери застосування.

Grytsenko S., Hrechkovska A., Kordyak M. Potential Areas of Application of the Cluster Approach to Recovery of the Ukrainian Economy

The article defines the essence, principles of the cluster approach and its advantages in the context of economic recovery. An analysis of the experience of applying the cluster approach in different countries and its correspondence to Ukrainian realities was carried out. The potential areas of application of the cluster approach to the recovery of the Ukrainian economy are considered. The advantages and disadvantages of using the cluster model in the conditions of Ukraine are determined and examples of countries where the cluster approach was successfully implemented are given. Mechanisms of state support for clusters and the importance of infrastructure development for the successful implementation of the cluster strategy are substantiated.

Keywords: cluster approach, recovery of the Ukrainian economy, areas of application.

