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НАПРАВЛЕНИЯ РАЗВИТИЯ КЛАСТЕРНЫХ ОБРАЗОВАНИЙ НА СОВРЕМЕННОМ ЭТАПЕ

Аннотация. Данная статья посвящена анализу направлений развития кластерных образований на современном этапе. В ходе написания работы была выявлена актуальность проблемы, изучены работы различных авторов относительно данной тематики, исследованы понятия различных названий кластеров, сформулировано единое понятие кластера, выявлены основные современные направления функционирующих в Российской Федерации кластеров.

Ключевые слова: инновационно-промышленный кластер, территориальный кластер, высокотехнологичное производство, промышленность, инновации.

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MODERN TRENDS OF CLUSTER ENTITIES DEVELOPMENT

Abstract. The article is devoted to the analysis of the directions of development of cluster formations at the present stage. In the course of writing the work, the urgency of the problem was revealed, the works of various authors on this topic were studied, the concepts of various names of clusters were investigated, a single concept of a cluster was formulated, and the main modern directions of clusters functioning in the Russian Federation were identified.

Keywords: *innovation-industrial cluster, territorial cluster, high-tech production, industry, innovation.*

The importance of the discussed problem is enhanced by the fact that at present the cluster policy is implemented in various directions, being one of the priority guidelines of the domestic economic development. Today, the clusters are functioning in industrial and innovative directions. Some of the clusters carry out their activities in both the innovative and industrial directions, creating innovative industrial products, which have a positive impact on the level of the economic development of the country as a whole.

Nowadays this issue is the object of study by a large number of authors. Thus, O.V. Kostenko considers the main directions and priorities of the cluster policy in Russia [2].

E.Z. Gerchikova studies the directions of the development of the industrial clusters of in Russia [1], T.I. Puganovskaya and L.V. Yukhimchuk investigates the main directions of the innovation cluster formation in the regions of the Russian Federation [5].

Based on the direction of the development of cluster associations and the specifics of their production activities, each cluster has its own name. Some of the clusters are innovative, others are industrial, and some are named “innovative industrial.” Cluster associations are also defined by researchers as “territorial” and “pilot” ones.

Further, the basic concepts of the most common cluster associations are considered.

V.I. Korolev in his work studies the essence of the territorial cluster, considering it as an association of interconnected enterprises and organizations located on the same territory, operating in a specific area, having functional dependence, and complementing each other [3].

Yu.S. Tserceil and V.V. Kookueva in their writings consider the peculiarities of an industrial regional cluster and define it as a concentration of interrelated and interdependent enterprises with intensive sales channels that ensure their close interaction, which helps to maximize overall opportunities and risks [6].

The object of research by O.L. Ksenofontovoy is also an industrial regional cluster. According to this author, the industrial regional cluster is a complex of industrial enterprises considered on the territory of a particular region, which allows regional authorities to manage the socio-economic development of a constituent entity of the Russian Federation [4].

On the website of RosBusinessConsulting – RBC's partner projects – the following definition of an innovation cluster is given: “an innovation cluster is a platform formed on a territorial basis for the interaction of science and business with the aim of quickly translating ideas into products [7].

A pilot cluster, in particular, is a cluster initiative, that is, a cluster formation that has an initial stage of functioning.

Based on the above definitions, we can give the following concept of a cluster as a group of enterprises with territorial proximity, as well as the same direction of industry specialization, which has a close relationship and complement each other. Industrial clusters function for the production of industrial products. The activities of innovation clusters are aimed at creating an innovative product.

As mentioned above, the main areas of cluster associations functioning are industry and innovation.

Today, the main specializations of industrial clusters are pharmaceuticals, aircraft manufacturing, medical industry, construction, metallurgy, automotive, optics, and photonics.

Industry specializations of innovation clusters are new materials and information technologies.

The activity of innovative industrial clusters is aimed at creating high-tech methods for the production of industrial products, as well as the creation of innovative industrial products.

The main directions of cluster formations development at the present stage are the following:

- use of software technologies and computer modeling as a basis for the process of creating new products, that is, the transition to full automation of design and engineering processes in the industrial sector;
- application of modern production methods and the use of high-tech materials, in particular, the creation of materials for a specific innovative product;
- expansion of a new type of industrial infrastructure. The main vector for the development of the domestic industry is the use of resource-saving and environmentally friendly industrial technologies in the production of competitive science-intensive products. To achieve this goal, tools such as new advanced technologies and equipment, experimental lines, demonstration installations, and prototypes are used, confirming the readiness of technological solutions for the industrial production implementation;
- creation of a unified forecasting system, the key focus of which is to meet the strategic needs of industrial organizations, depending on the level of development of production technologies. To achieve this goal, measures aimed at developing the national innovation system are being implemented, which is linked to technological production platforms and pilot innovative regional clusters.

Based on the above, it follows that the main goal of the development of cluster formations is to implement high-tech production of industrial innovative products, which will help to minimize production costs and maximize the main indicators of production.

Summing up, it is worth noting that currently there are a large number of cluster names that determine its main specific features and development directions. All the clusters operating in the Russian Federation are united by the goal of their activities, which is to use innovative production methods, create high-tech production and develop environmentally friendly products that will meet the requirements of both the domestic and international markets. Achieving this goal will help to increase the level of industrial and innovative development of the domestic economy.

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