

Yuliia Ursakii, Candidate of Economic Sciences, Associate Professor,
<https://orcid.org/0000-0002-7793-7761>
Chernivtsi Institute of Trade and Economics of KNUTE, Chernivtsi

THE INNOVATION CLUSTERS ROLE IN THE COUNTRY INDUSTRY

Summary

The complication of the general economic situation in the world in recent years has clearly shown that weak countries that haven't developed industrial policies are unable to cope with the economic growth challenges, and therefore become even poorer.

The modern technological diversity basis of the national economy is using of the 3rd and 4th technological systems. Modern science-intensive output is extremely low, which should also be considered as one of the command-administrative economy consequences, which is inefficiency or lack of marketing research in enterprises and as a consequence of low adaptation of their marketing strategies to changes in consumer requirements for product characteristics.

In conclusion, Ukraine is also becoming poorer because it neglects its industry and its most high-tech sectors. That is why it is appropriate to say that in Ukraine it is expedient to create and develop not just clusters - whose activities will be aimed at optimizing production and marketing of economic processes entities of a particular economy sector, but to create and develop innovative clusters that are especially relevant for Ukrainian industry, as they will ensure the constant production and systematic improvement of high-tech products.

Therefore, the positive point is the growth of small and medium business activity and its consolidation around regional challenges through the revival of a traditional and powerful tool of regional development through innovation clusters.

The differences between concepts of cluster and innovation cluster are consider in the article. The effectiveness of the innovation cluster impact on the country's economy, which is manifested in the possibility of market expansion; concentration of economic activity; formation of competitive advantages and increasing the competitiveness of the business sector; creation of additional value chains. The shortcomings of clustering are also analyzed, where the author highlights: corruption in government agencies, technological backwardness of Ukraine, the business climate low quality, the concept of "clustering", the psychological unwillingness to cooperate.

The development of the main innovation clusters of Ukrainian industry is analyzed. Their role and peculiarities of formation in modern realities are studied. Since a successful innovation cluster basis is the development of innovations in the regions are analyzed the regional economic strategies, of the regions where innovative industrial clusters have been created for the subject of "industrial high-tech".

Given the today's Ukrainian economy realities, the study made it possible to prove the need of creating innovative clusters in Ukrainian industry. Improving the entrepreneurship competitiveness at all levels, creating additional value chains, concentrating economic activity, generating collective efficiency, and introducing innovative technologies into industry are just some of the positive changes provided by clustering.

Keywords: innovations, clusters, innovation clusters, cooperation, "industrial high-tech", industry, industrialization, competitiveness.

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