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**GLOBALIZATION OF THE WORLD
ECONOMIC- INNOVATIVE PROCESSES AND ITS EFFECT ON THE
CLUSTER POLICY OF THE RUSSIAN FEDERATION IN THE FIELD
OF FORMATION OF SPATIAL ORGANIZATION OF THE TERRITORY**

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Abstract

Globalization of the economic and innovation processes, the formation of state policy in the management of regional cluster development requires changes of production processes of the productive forces of the region.

The multiplicity of variants of interpretations of cluster theories and definitions of the cluster lead to the formation of the same set of practical approaches to cluster policy because the multiplicity and variability of the cluster approaches shows that the cluster approach is the most effective tool for the implementation of economic policy. Based on the essential approach to determining the management of regional development, means that the low volatility of innovation processes and their low implementation in the field requires the development and application of other forms and techniques for strategic management of development of competitive advantages of the Russian Federation as a whole and each individual region in particular.

The identified potential or competitive advantage of the territory will require the conversion of existing outdated systems in providing the innovative flow, i.e. the kinetics of the movement of the developing sector.

To ensure the economic growth and competitiveness of the territory, the vector of growth of the revealed competitive and innovative potential of the territory/region with the subsequent stimulation of design forms, areas and activities aimed at the creation and development of regional spatial clusters is assigned as the main direction

The measures of organizational and legal support, investment and financial budgetary mechanism are typical to the process of building cluster policy carried out by the state authorities in the field of creating and maintaining a territory-promotion of the development zones clusters. Therefore, the carried out strategies of the state development of the economy implementing through the cluster policy, are among the most effective methods of smoothing regional disparities of development formation.

Keywords: globalization; cluster; innovation; intensification processes; competitiveness; territorial and regional capacity; cluster policy

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**ГЛОБАЛИЗАЦИЯ МИРОВЫХ ЭКОНОМИКО-ИННОВАЦИОННЫХ
ПРОЦЕССОВ И ЕГО ВЛИЯНИЕ НА КЛАСТЕРНУЮ ПОЛИТИКУ РФ
ФОРМИРОВАНИЯ ПРОСТРАНСТВЕННОЙ ОРГАНИЗАЦИИ
ТЕРРИТОРИИ**

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Аннотация

Глобализация происходящих мировых экономических и инновационных процессов, формирование политики государства по управлению региональным кластерным развитием

требует изменения производственных процессов производительных сил территории/региона. Множественность вариантов интерпретаций кластерных теорий и дефиниций кластера, послужили формированием такого же множества практических подходов к кластерной политике, поскольку множественность и вариативность кластерных подходов показывает, что кластерный подход это наиболее эффективный инструмент реализации экономической политики. Исходя из сущностного подхода к определению – управление региональным развитием, следует, что низкая волатильность инновационных процессов и их низкая реализации на местах, требует разработки и применения иных форм и методик по стратегическому управлению развитием конкурентных преимуществ Российской Федерации в целом, и каждой отдельно взятой территории региона, в частности. Выявленный потенциал или конкурентное преимущество территории потребует конвертации действующих, устаревших систем в обеспечивающий инновационный поток, т.е. кинетику движения развиваемого сектора. Для обеспечения экономического роста и повышения конкурентоспособности территории, в качестве основного направления назначается вектор роста выявленного конкурентно-инновационного потенциала территории/региона с последующим стимулированием проектных форм, зон и мероприятий, направленных на создание и развитие региональных пространственных кластеров. Для процесса построения кластерной политики, проводимой государственными органами власти в области создания и поддержания территориальных зон развития кластеров, характерными являются мероприятия организационного и нормативно-правового обеспечения, инвестиционного и финансово-бюджетного механизма. Поэтому, разрабатываемые стратегии развития экономики государства реализуемые через кластерную политику, являются одними из эффективных методов сглаживания диспаритетов регионального формирования/развития.

Ключевые слова: глобализация, кластер, инновации, интенсификационные процессы, конкурентоспособность, территориальный и региональный потенциал, кластерная политика.

Introduction

The cluster approach is declared as one of the basic paradigms of the formation of state and regional economic policies, because the modern regional system functioning is largely determined by the goals and objectives posed by the government of the Russian Federation to the regions and subjects of economic activities. Cluster management of the regional economy is one of the areas of regional policy, providing self-organization of economic subjects.

Requirements for high organization of the local systems, as more mobile in comparison with the global system, are significantly rising. This process raises the question of the development and implementation of regional innovation policies, and the establishment of the innovative microclimate of the region.

In world practice, there are various ways of enhancing and upgrading the innovative environment of the region. They include the formation in the region-developed innovative infrastructure (technoparks, business-incubators, regional innovative funds), the establishment of a network of technology transfer (promotion of innovation and dissemination of innovations with the involvement of Chambers of Commerce outside the region) direct and indirect financial support of innovative projects and the cluster approach in the implementation of innovation policy. It should be noted that by the region in this

case it is necessary to understand the administrative-territorial unit (oblast), as a more transparent structure of management of innovative process.

The aim of the research

Substantiation of necessity of state regulation and implementation by representatives of the administration authorities the policy of clustering social and economic space of the territory.

Based on the socio-economic system, the concept of cluster, in the framework of territorial unions of subjects of self-management in the production process, considered as an integral part of locally organized on the basis of the innovation system, which finds confirmation in the theory of institutionalism. The process of establishing such concepts as clustering of the social and economic space appeared from the multiplicity of broad conceptual approaches to the sacred location of productive forces and agglomerating of production systems. Relying and based on the number of studies of foreign and domestic scientists, it is advisable to indicate that the cluster configuration of the organization of production and business processes is one of the promising options for the development of the regional economy and improvement of its competitiveness

Materials and methods

The problematic of the carried out research is based on two information-analytical groups, such as:

1) methods based on combination of official government statistics;

2) methods based on the diagnosis and analysis of indirect chosen information and publishing base, namely, primary and secondary databases and publications.

The main part

State support of the cluster policy is built taking into account national circumstances, capacity and readiness for building the effective system to ensure competitiveness. In this connection, government support for cluster policy can be in the form of:

- certain political strategies based on established budgetary funding and scope of various aspects of cluster development;

- specified policy taking into account the reflection of the certain aspects of both developed and developing cluster policies as elements of other economic development strategies;

- general aim in the row of the series of fragmented and uncoordinated approaches oriented on the specific area.

From the point of view of state cluster policy we determine clusters as:

- managed by the value added chain – based on the use of traditional forms of industrial classification, the focus of which is installed on intra-industry ties between the two companies. Defined policy is a sectorally focused and it is determined by the needs of specific sectors of the economy;

- created on the base of rare competences - focus on specifically competence area which can be connected with companies in other sectors and industries, which depend on the presence of special equipment, technology and expertise. The key point is not communication of the providers within the sector, and the use of shared tacit knowledge or skills in different economic activities. This typology of clusters is in discovering their essential elemental components ability orienting on expanding economic activities in the region, strengthening existing industries and stimulating growth of new economic activities with more powerful technology.

In general, the state cluster policy is determined by national characteristics and acts as:

- specific policy that is clearly defined and the allocated budget, which may include a number of particularly important sectors of the economy;

- policy as a component of other strategies for economic development of the territory/region.

Currently, practically implemented state cluster policy is based on the use of two models. First, this «continental policy» model that connects to itself of the event selection and funding of projects from priority clusters, including the creation of the key success factors of their activities, and, secondly, the «Anglo-

Saxon» model, based on the participation of the Federal authorities, whose role is determined mainly by the removal of restrictive barriers and the creation of the natural conditions of development in their development based on the players of the regional level. In this case, cluster policy implemented in the Russian Federation uses the mechanism elements and tools from the model of «continental policy» in the form of organizational-methodological and financial support of cluster initiatives and elements and tools from the second «Anglo-Saxon» model, by strengthening the role of regions and its support from the state. In this connection, the number of areas of cluster policy was determined:

- policy of the co-financing definition, based on the perspectives of cluster development and its impact on socio-economic development of the region;

- policy of the supporting of innovative stream projects and the establishment of a constructive dialogue with stakeholders;

- policy of the implementation of programs agreed with the main representatives of the cluster by providing the highest probability of establishing communication and cooperation between enterprises and educational institutions;

- policy of promoting external relations determined by the reduction and elimination of a number of barriers, including infrastructure hindering the Pro-space development of the region.

Overall, the conducted research of implementation of cluster policy by the government, is based on our opinion, on the practical aspects of successful policy implementation, and importantly, taking into account the factor of influence and time. In this regard, cluster policy as policy of the strategic focus of innovation-oriented development of the economy and/or region is considered from the standpoint of its life cycle, because cluster policy, like all other processes, the inherent time factor, namely the inherent «life cycle» defined by the temporary-frame «start-end». From which it follows that for the implementation of the policy of spatial organization of cluster development areas, it is necessary to study the number of the following aspects at the regional level:

- firstly, the economy of the territory/region for the purpose of electing cluster vector;

- secondly, existing regulatory and legislative acts and bases to adjust the elements of the mechanism held by the cluster policy;

- thirdly, program activities related to the support of cluster initiatives;

- fourthly, forward-looking assessments of policies that are implemented on the development of clusters;

– fifthly, in monitoring of the existing positive practices of the success factors, for the ratification of the local factors influencing the development of clusters.

From the variety of cluster policies implemented in the territory of the Russian Federation five types are determined, which appear to be most relevant and successful:

– first, the brokerage policy as the most successful for pure appearance-the radio and cluster regional competence cluster, which aims to enhance dialogue and cooperation;

– demand policy based on the realization of such goals as increased openness to new ideas and innovative solutions, development of mechanisms of innovation systems;

– training policy in the framework of which the issues of improving the professional skills and competencies are observed essential for effective clustering of small and medium enterprises;

– policy of promoting international relations, having the form of a triple helix, the purpose of which is to promote the development of international relations.

Along with the dedicated typology of cluster policies successfully implemented on the territory of the Russian Federation, in the process of study of the world experience, the most successful tools for implementation of cluster policy were determined, such as:

– subsidies to research activities;

– public procurement in the priority areas;

– overcoming credit constraints for small and medium businesses;

– the elimination of trade barriers;

– strengthening the systems of transport and communications;

– coordinated regulation of the market;

– expansion of the specialization of the entire value chain;

– support public authorities' relations between firms by creation framework for dialogue;

– support research by strengthening the organizational relationships within public-private partnerships;

– measures to strengthen the scientific and industrial interaction, for example, between universities and the industry, including the relationship of the ex-pilot activities with grant and reward systems and other incentive structures to ensure the implementation of the developed trend;

– enhancing inter-firm networks and relationships between universities and the industry;

– modernization of the internal competence of small and medium businesses;

– improving the quality of information;

– public nature of statistics;

– orientation of universities and other public or private educational institutions by providing educational services tailored to the specific needs of small and medium businesses.

In addition, it should be noted: at the international level, the government helps motivated stakeholders cluster technologies, and in particular the companies to determine the most suitable international partners, and create technological partnerships with them based on creating value, because cluster policy has an impact not only on the functioning of the organizations (economic efficiency), but also on the region where the cluster develops (social efficiency).

A dedicated building in a hierarchical direction of the measures of state support of clusters in Europe, allowed to simulate three-level system of support:

1) the first level is based on the policy of the state implemented primarily through the creation of documents illustrating the government position installation and motivational mechanisms for their implementation;

2) the second level – a programming level, generating through the development of program documents for establishing the areas of funding and special conditions to obtain funds;

3) the third level is the executive one, it is being implemented through the government or ministry and it is their area of responsibility.

The study of successful experience of application of the mechanism of cluster technologies of management of the national economy of the economic systems in different countries, suggests that there is no universal single mechanism, and in this regard, with the aim of achieving a constant economic growth, there should be an emphasis on the need to develop a scientifically based balanced cluster state and regional policy. For this aim we need to work out the details of the algorithm of the formation and functioning of clusters, targeted not only to industry challenges, but also to the establishment of multivariate vectors to ensure the uniformity and balance of regional spatial development.

The results of the study and their discussion

In the process of research, it was established and justified that the innovative approaches to the formation of the cluster policy will allow, first, to a more efficient use of all kinds of resources available, and, second, to successfully resist negative external factors, the competitive environment in the longer term that will contribute to the development of

business communities, scientific and educational organizations, to improve the socio-economic situation in the region. The restricting and limiting factors will be:

– firstly, the insufficient level of infrastructure development, as well as the degree of development of small business and thus the conditions for its development;

– secondly, the factor conditions of resource supply are defined by their availability and low cost, as a determinant of the success of the cluster.

– thirdly, limiting transparency of information, as a result of unfair competition

In general, the cluster management of regional economic policy will contribute to:

- improvement of the economic climate;
- diversification of the economy;
- reinvestment of profits in applied research;
- formation of infrastructure health.

The study of a number of works of foreign and domestic scientists allowed summarizing the essential approaches of the definition of cluster policy on the organization of production and business processes and to reduce its essential definition as one of the promising options for the development of the regional economy and to increase its competitiveness which will be determined by:

1) improving the effectiveness of emerging support measures and stimulation;

2) the object approach to the formation of clusters, which in turn will allow:

– firstly, at the regional level, to limit the influence of special interest groups, which, closing off public support, provoke the monopolization of industries, demotivate other outbuildings, including appropriate subjects and, in the end, creating a vicious circle of structural weaknesses of the economy;

– secondly, the concept of cluster policy will strengthen the possibility and desirability of using existing development institutions for the purposes of formation and development of clusters;

– thirdly, the concept will set the priorities for spatial development at the level of subjects of the Federation and regional policy of the state. Thus, in our view, the task of formulating the cluster-based initiatives is not so much financial as organizational. An important role will be played by proper methods of work organization to develop joint solutions, especially given the heterogeneity of potential action of cluster members (small, large business, officials and scientists).

Conclusion

Thus, the carried out research has allowed establishing the fragmentation of the state mechanisms for the implementation of the cluster approach in Russia, the essence of which is determined so that:

1) the cluster approach contributes to a more effective focus to increase the policy without the threat of sectorial orientation;

2) the cluster approach is the effective policy integration, given the fact that the process of concentration occurs within the same priority industry: activities and projects can also be integrated at the level of individual cluster programs;

3) the cluster approach is a more efficient approach based on information economics of new generation, which reflects the more in-depth information about the sectors of the economy, effectively used in the development of the policy.

The use of different policy elements creates its various forms. In the case of formation of a common policy, that policy is part of a developed economic development strategy, etc. The European experience demonstrates the process of identification of the cluster policy due to the existing experience. But in this case, there is no unambiguous interpretation of the mechanism of implementation of cluster policy.

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