Possibilities of Improving the Cluster Management System in Increasing the Competitiveness of the Region

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ABSTRACT

Today, competition is the most important factor in all areas of the economy. The level of competitiveness of the region determines the well-being of its population. This article discusses the importance of the cluster management system and foreign experience in increasing the competitiveness of the region.

Introduction

Clustering of the national economy occurs in many developed and developing countries of the world, since the cluster approach of economic development, which is considered a new management technology, serves to increase the national competitiveness not only of a certain region or industry, but also of the entire country. In general, an economic cluster is a mutual cooperation of geographically close and specialized sectors (production sector, science sector, management sector (local authorities) and complementary sector (banking, insurance, logistics, associations) and competition, it is possible to understand the system of socio-economic relations, and the cluster approach to the development of the national economy is implemented in the form of a cluster policy. It is considered one of the important directions of development of regional and national economy due to the fact that it helps to spread innovations and create important local external factors through installation.

Materials And Methods

Cluster policy means a system of measures aimed at the formation, development and general support of clusters in the region.

Cluster policy is conducted at the national, regional level. Determining the effectiveness of the implemented cluster policy is carried out through the evaluation of this policy, and the evaluation of the cluster policy in a narrow sense means the evaluation of policy measures aimed at supporting clusters in accordance with certain criteria, while in the broad sense, the analysis of the cluster policy means the development of the policy. output, the whole cycle from the development stage to the management stage, is understood as a continuous and consistent process that includes various types of evaluation [1]. Economist O. Solvell, who has conducted several studies on cluster policy evaluation, emphasizes the systematic application of various types of research procedures that analyze the conceptualization, development, and implementation of policies, programs, projects, or other objects. [2].

Results And Discussion

In general, the main goals of cluster initiatives are to improve human resources, expand the cluster, increase the number of participants, develop business, support commercial cooperation, develop innovations, improve the business environment, and

conditions for business. Such initiatives are necessarily based on the country's cluster policy. Economist M. Enright classifies 4 different forms of cluster policy [3]:

- catalytic (the state only unites interested parties and provides them with minimal support);

- supporting (catalytic form is enriched with investment in infrastructure, education, professional training, etc., which ensures the formation of clusters);

- directive (availability of supporting policies or nationwide targeted programs using the cluster program to change the local economic structure);

- intervention (subsidies, active use of improving, protective and regulatory means, partial control over the activities of cluster members).

It should be noted that a properly implemented cluster policy brings a number of opportunities and advantages to cluster participants, in particular, to companies and government agencies.

In the analysis of the effectiveness of the cluster policy, it is also possible to use methods such as financial reporting methods, case study, econometric, economic methods and systematic approach [4].

In general, it can be said that the analysis of the economic efficiency of clusters is important for the correct assessment of the ongoing cluster policy, identification of existing problems, learning of experiences, and organization of effective cluster activities. The long-term success of an economic cluster depends on the cluster's policymakers and organizers creating conditions for cluster experimentation. In particular, special programs and cluster development policies are needed for the development of agriculture-based clusters, in which the government , local government bodies, economic institutions play an important role in supporting the development process.

According to the literature, there are two models of cluster policy in world practice. The first is the liberal model (USA, Great Britain, Australia, Canada), in which the cluster is a component of the market, and the role of the federal government is to remove obstacles to its natural development. The second model is the "conductor" model (Japan, the Republic of Korea, Singapore, Sweden, France, Finland, Slovenia), in which the state actively participates in the creation and development of clusters [5].

If we briefly look at the experience of the countries of the world on the formation and development of clusters, we can see that the clustering policy has different characteristics based on the level and type of economic development of the countries, their capabilities and the goals of clustering. In particular, the goal of the cluster policy in the European Union is to develop clusters throughout the region and increase their innovative capacity and competitiveness, and clustering includes the processes of developing industries and cooperation within the region, bringing clusters to the international arena, and improving clusters [6]. Catalonia is the region where there are several competitive agro-industrial clusters in the region, and initiatives to develop and support clusters in Catalonia began in 1992, and the goal of the cluster policy is to increase business competitiveness. The success of Catalan clusters is due to public and private sector cooperation, i.e. initiatives promoted by the state and private leadership implemented in existing sectors, Catalan cluster policy relies on 4 important pillars [7]:

• International cooperation (participation in international projects, development of inter-cluster cooperation in the international arena);

• Continuous improvement of cluster programs (supporting innovations, improving experience through constant updates, ensuring public and private sector cooperation, etc.);

• Evaluation and coverage of activities (establishing evaluation criteria, coverage of events within the cluster, maintaining the web page of the "World class clusters" program);

• Strategic changes and inter-cluster cooperation (implementation of inter-sector and inter-cluster strategic changes as a basis of competitiveness; allocation of grants).

Despite the fact that economic clusters have been developing in the USA for several

decades, it should be noted that even today there is no single model or single cluster policy in the country that defines all the characteristics of clusters. A number of factors caused the natural formation and development of clusters in the country, and the policy of formation and support of clusters was probably related to the following factors: strict restrictions on imports by the federal government; creation of technological parks; supporting the interests of the manufacturing sector in the government; existence of a state share in the capital of enterprises; formation of technical schools and colleges; support of applied research and others.

China is one of the countries that is actively promoting the clustering approach among developing countries. In the country today, agro-food industry, vegetable growing, floriculture and animal husbandry clusters play an important role in increasing economic efficiency and developing agriculture. In China, clusters are mainly organized in agriculture, high-tech industries and manufacturing sectors. If we look at the geographical location of the country's clusters, we can see that most of them are located in the eastern part of the country. Most of the clusters are located in Jiangsu, Shanghai, Zhejiang, Fujian and Guangdong provinces, while modern agricultural clusters have developed in Shandong, Beijing, Changshe.

In the Chinese cluster model, the government plays an important role in financing and supporting clusters. In the country, cluster policies are developed by both the central and local governments. The Chinese central government is committed to the continuous development of clusters in accordance with the guidelines for promoting the development of industrial clusters issued by the National Development and Reform Commission (NDRC). The main directions of China's cluster policy include strengthening the planning process, increasing the rational use of resources, improving entrepreneurship through specialization, encouraging innovations, encouraging sustainable growth, encouraging the creation of regional brands through patenting, and developing the service sector [6]. It can be said that China's cluster policy is unique, and the reason for this is the uniqueness of the country's political, economic and social system. For this reason, many economists believe that it is difficult to apply the Chinese cluster model to other countries. The main figure in China's cluster policy is the government, the formation and development of clusters is carried out by the local and central governments. In particular, it can be seen that local authorities have a high role in the creation of agro-industry clusters in the country.

Conclusion

Generally speaking, the clustering of the national economy is carried out based on the economic potential of each country, and the country's cluster policy incorporates the main elements of the country's economic policy and is formed on its basis. The diversity of the national model of the countries for the formation, development and support of economic clusters once again indicates that there is no single universal model and form of the formation of economic clusters. In our opinion, this is an urgent issue that is important to consider for countries like Uzbekistan, which actively uses clustering in the national economy.

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