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Characteristics of the formation and development of construction clusters in the conditions of regions

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ABSTRACT

The main entities of the regional investment construction cluster include small, medium and large construction enterprises, intermediary services and suppliers of construction services, market infrastructure organizations. Regulation of the activities of the regional investment construction cluster is based on a number of principles. They define the requirements for the structure and management system of the cluster and regulate the activities of the subjects in the cluster.

Keywords:

Regions, cluster, cluster management, construction complex, investment activity, investment-construction complex, market infrastructure, integration, cluster life cycle, management system, public-private partnership, cluster principles

There is no methodology for evaluating the effectiveness of cluster practice in the scientific literature. The mathematical models used in different countries evaluate the overall results of the leading enterprises in the clusters using quantitative and qualitative indicators. While these models are positive, they do not take into account the nature of networks, do not evaluate the cluster management system, do not take into account transaction cost savings, do not take into account the effectiveness of inter-network communication, social aspects of development.

The term "construction complex" was formed in the 80s of the 20th century and expressed the need for large-scale coordination of joint activities of the construction industry in a particular region and their activities.

Market relations require a direct combination of construction activities and investment activities. This was especially evident in the construction of real estate. As a result, the term "investment and construction complex" began to be used. The term refers to the entities that need to work together and in cooperation to provide consumers with quality

construction products for production and non-production purposes (construction industry, production infrastructure, scientific and training infrastructure, financial infrastructure, information and consulting services). indicators, the relevant public administration bodies).

The main subjects of the regional investment construction cluster are small, medium and large construction enterprises, intermediary services and construction service providers, market infrastructure organizations (credit, insurance, leasing, logistics companies, trade intermediaries, realtor firms), research and educational institutions ; professional and public associations, trade and industry departments, the cluster has its own infrastructure (cluster council, business incubators, small business support funds, etc.). The complexity of the interaction in the cluster and the fact that it is based on voluntariness require separate and distinctive approaches to cluster management. The role of government agencies is also unique, they should be equal participants in the relations in the cluster. In general, the cluster will be aimed at combining

the advantages of private enterprises with the capabilities of the state, representing public-private partnerships.

As a complex system, the investment-construction cluster is characterized by:

- it has a complex system and includes a number of subsystems;
- on the one hand, operates separately from the external environment and, on the other hand, interacts with the external environment;
- it is a partially managed system in which business entities operate independently while retaining elements of centralization. For these subjects, however, self-organization and self-regulation are characteristic;
- it is located in a territorially limited space and its development is closely linked to the development of that space.

In terms of the content and consequences of its activities, the investment and construction cluster is characterized by the following features:

a) on the composition and movement of the elements:

- emergency (the emergence of a new feature in the combination of elements that does not exist from individual elements);
- hierarchy (ensuring the stability of the system to external influences through the subordination of elements to each other);
- subordination (division of the system into subsystems and preservation of connections between them);
- integrity (individual elements are interconnected, without which the individual element loses its content);
- probability (inability to determine in advance and completely the connections in the system);
- Multi-criteria (multiple goals from the system).

b) on the characteristics of the movement:

- integration (integration of elements, cooperation, development of relations between them);
- adaptability (ability of the system and its individual elements to adapt to changes in the external environment);
- balance (for the system there is a balance between its individual elements);
- dynamism (the ability of the system to develop, to constantly change);

- feedback (availability of information on the system's response to management influences);
- management (influencing the system to get the desired result).

Regulation of the activities of the regional investment construction cluster is based on a number of principles. They define the requirements for the structure and management system of the cluster and regulate the activities of the subjects in the cluster. These principles can be stated as follows.

1. General principles:

- a) scientific approach - the regulation of cluster activities should be based on systematic analysis, integrated approach and other scientific methods;
- b) the combination of regional interests with the interests of the industry - the observance of the interests of investment and construction entities should also serve to meet the needs of social development of the region;
- c) systematization and complexity - regulatory systems should be comprehensively covered subsystems that are regulated and regulated based on the rules of the theory;
- g) consideration of historical, geographical, economic, socio-cultural and other dimensions of regional development;
- d) effective combination of positive synergies in the activities of the subjects of the cluster with the maintenance of a competitive environment between them, ensuring a healthy, positive competitive spirit in the cluster.

2. Special principles:

- a) wide introduction of investments in the production process;
- b) free movement of information and exchange of information within the cluster;
- c) access to tangible and intangible resources within the cluster, the results of cluster activities for all participants (equal rights), including state guarantees;
- g) maximum use of local resources for cluster needs;
- d) development of various forms of integration within the cluster;
- e) development of intersectoral, interregional and international relations;
- j) small and medium business development.

3. The principle of regulating the activities of entities included in the cluster:

- a) economic, social, environmental efficiency of the subjects;
- b) achieving high productivity in collaboration with other participants (synergy);
- c) achieving high product quality (competitiveness);
- d) cost reduction and cost savings (including transaction cost savings);
- d) maximum satisfaction of solvent demand;
- e) worked on a flexible strategy in the activities within the cluster

The stated general principles are derived from the essence of management theory and represent the general requirements for economic systems, the special principles and principles of operation of the subjects reflect the requirements for the structure of cluster management, in which decision-making.

Russian researcher GF Tokunova describes the life cycle stages of a cluster and the characteristics of the movements of cluster participants that are specific to each stage. According to him, the cluster life cycle includes the stage of formation (stage of entrepreneurial formation), stage of development (acquisition of the collective content of participants' relations), stage of maturity (formation of regulatory and management systems), and stage of depression or transformation [2].

In the first stage, entities in the field strive to have stable relationships in value-generating chains independently in order to gain an advantage. This makes it easier for them to promote their product in domestic and foreign markets. They try to maintain one-time contacts in this regard as multiple or permanent. Given the existence of such links or the possibility of their formation, public authorities in the region will study the possibilities and conditions for the establishment of clusters that will fully meet the needs of socio-economic development of the region.

In the second stage, government agencies will establish structures (technoparks, special industrial zones, business incubators) that will play the role of a primary mechanism in cluster activities. On the other hand, entities that have a

permanent relationship with each other in one form or another form business associations. When these are combined, a cluster council is formed. As part of it, scientific and educational centers will provide consulting and methodological support to cluster participants. Regular and mutually beneficial communication in the cluster under the leadership of the Council means that the cluster activities are organized realistically and effectively.

In the third stage, the cluster fully demonstrates its economic and social advantages. Cluster activities will become an integral part of the priorities set by the state to ensure the socio-economic and innovative development of the region. Public administration bodies are involved in the development of strategic plans for cluster development and facilitate their implementation in medium and short-term plans and programs, including through government funding.

Excessive escalation of conflicts of interest in cluster activities leads to the fourth stage. In doing so, participants try to move on to other areas and clusters. Cluster participants operate in conditions of economic freedoms and in most cases are significantly independent of other participants. Therefore, the relations within the cluster are built primarily on economic interests. At the same time, economic relations require the existence of a materially technological chain. If there is an inequality of technological development in the cluster participants, there will be imbalances in the technological chain, which in turn will require a reconsideration of economic relations, as the resulting conflict of interests must be eliminated. If the business entities are financially connected to each other (a system of mutual participation in capital), the issue will be resolved more easily and quickly. When such a link is absent or weaker, the economic ties that make up the cluster cease to exist.

In the context of market relations, similar problems arise in any cluster. It is the cluster coordinating body that is responsible for reconciling the interests of the cluster participants, which should identify problems and seek to take appropriate action. It would be

advisable for local authorities, banks or holding companies to finance the participants.

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