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USE OF THE CLUSTER APPROACH TO IMPROVE ENERGY EFFICIENCY IN THE REGIONS OF RUSSIA

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ПРИМЕНЕНИЕ КЛАСТЕРНОГО ПОДХОДА ДЛЯ ПОВЫШЕНИЯ ЭНЕРГОЭФФЕКТИВНОСТИ РЕГИОНОВ РОССИИ

Abstract. The article deals with issues of a cluster approach in relation to the conditions of the Russian economy at the current stage of development. The importance of the existence of cluster structures for improving energy efficiency in the Russian regions is emphasized. The authors present a terminological analysis of the development of the concept of cluster itself, from the ancestor Michael Porter to the modern interpretation. The main factors of the internal infrastructure of the cluster, determining the efficiency of its existence, are described in detail. Organizational and functional features of innovative clusters as one of the most promising types of cluster structures are separately highlighted. Clusters as new centers of economic growth can have a multiplier effect on the development of the Russian economy as a whole, and help attract investment in the region.

Аннотация. В статье рассматриваются вопросы кластерного подхода в условиях российской экономики на текущем этапе развития. Подчеркивается важность существования кластерных структур для повышения энергоэффективности в российских регионах. Авторы представляют терминологический анализ развития самой концепции кластера, от основателя Майкла Портера до современной интерпретации. Подробно описаны основные факторы внутренней инфраструктуры кластера, определяющие эффективность его существования. Отдельно выделены организационные и функциональные особенности инновационных кластеров как одного из наиболее перспективных типов кластерных структур. Кластеры как новые центры экономического роста могут оказать мультипликативный эффект на развитие экономики в целом, помочь привлечь инвестиции в регион.

Keywords: Cluster approach, innovation clusters, territory development, energy efficiency

Ключевые слова: Кластерный подход, инновационные кластеры, развитие территорий, энергоэффективность

Introduction

From the viewpoint of organizing management processes and increasing energy efficiency in Russian regions, any cluster can be considered as an innovative basic institution for the creation of innovative technologies, products and services by different-level business entities in order to ensure the optimal use of energy resources.

The concept "cluster" is used in various fields of activity and is one of the most common and, at the same time, polysemantic terms. In the most extensive sense, a cluster is an amalgamation or community of several elements that becomes a relatively independent unit with certain characteristic properties [1]. In economics, a cluster is defined as a group of interconnected organizations concentrated on a certain territory, in a product area or in a functional direction.

The originator of the concept of cluster in modern economic theory, namely, in the theory of competition, is Professor M. Porter (Harvard business school, HBS), who in the 80-ies of the XX century in a number of his works justified the role of economic clusters in increasing the competitiveness of large companies, industries and countries [2]. His approach, which later became classic, fixed the formation of economic clusters, mainly as a territorial concentration of private companies. The M. Porter cluster assumes the presence of geographical borders, a relatively permanent composition of participants and temporary stability, history, and evolution [3].

The modern interpretation of the concept of cluster considers the unification of geographically localized

companies interconnected on the supply of equipment and components, the provision of specialized services, the interaction of infrastructure, research organizations, universities and industrial enterprises, which complement each other and thereby strengthen the competitive advantages of individual companies and the cluster as a whole.

Contents

One of the conditions for the successful creation and further functioning of regional clusters in Russia is their internal infrastructure, in which the interaction of their participants takes place - business entities, on whose activities within the cluster the efficiency of innovation processes depends at all levels of the national economy: global, mega-, macro, meso and micro levels. This new infrastructure of regional clusters is being created simultaneously with the mechanism for managing them, both by the state and regional authorities, moreover, these control mechanisms at the macro and meso levels must be coordinated with each other and must take into account the natural, climatic and resource capabilities of not only everyone region, but also the territories included in it. Internal factors that form the infrastructure of regional clusters and determine energy efficiency depend on the natural resource characteristics of each region and its territories, which determine the basic socio-economic level of development of the regional economy. The specifics of the infrastructure of the regional clusters being formed also depends on the traditions and methods of managing science in both the country and in the Russian regions, on the level of

education - from general to professional, as well as on the connection of cluster members with business and on the territorial distribution of all participants innovation processes within the cluster. Small and medium businesses, as the main consumer of innovations in the regions, have a great influence on the consolidation of innovative resources. In its absence, there is little chance of ensuring market demand (as opposed to institutional) for the products of innovative clusters.

Innovation clusters represent a group of enterprises formed for a specific purpose, operating on the basis of centers for generating scientific knowledge and business ideas, training highly qualified specialists.

The essence of the modern cluster approach to economic development is that various stakeholders - the business community, public, scientific and educational institutions, authorities, financial organizations - could consolidate their efforts to cooperate a large number of competing enterprises into a cluster [4]. Successful cooperation of competitors, in the future, stimulates economic growth and social development, both in individual regions and the country as a whole. Cooperation can be carried out through the organization of various joint projects (infrastructure, scientific, social, marketing), or in the process of mergers and acquisitions, or through the development of public-private partnership programs for cluster members.

Clusters are created from a group of organizations and a specific infrastructure to reduce costs, increase the level of competitiveness by combining and more optimal use of resources. The most effective clusters combine scientific, educational and production potential, as well as the innovation and production component, educational, scientific and production structures.

Clusters, which are innovative in nature, have become an important object of attention on the part of government authorities at the macrolevel of economic activity in connection with the increasing role of innovation in competition for global sales markets. This type of clusters is especially relevant for Russia, which has embarked on a course towards modernizing the national economy based on the priority development of knowledge-intensive and high-tech industries, at first as a basis for import substitution, and then to conquer new sales markets for finished products and services with high added value.

Considering the activity of clusters of various types, a number of characteristic functions can be distinguished:

- increasing the productivity of enterprises through the specialization and interaction of cluster members;
- improving the quality of the workforce;
- increasing the level of well-being of the population;
- Facilitating the access of enterprises to available resources;
- increasing the efficiency of sales activities;
- intensification of economic development;
- reduction in the size of transaction costs;

- ensuring the interaction of small and medium-sized businesses;

- the possibility of information exchange about needs, technology and technology between industries and cluster members;

- assistance in harmonizing the interests of producers, consumers and regional authorities.

At the regional level, the existence of a cluster allows regional authorities to move from supporting specific enterprises to systematic support for target groups. This may well lead to a multiplier effect on the regional economy and ensure the innovative development of the region.

The formation of a cluster should be considered in dynamics: initially, there should be preconditions for creating a cluster: its infrastructure and institutional environment that stimulates innovation, and a special "ecosystem" that accelerates the successful interaction of cluster organizations, which leads to a synergistic effect, making the cluster a self-sufficient economic institution [4]. The framework conditions for the successful implementation of the clustering process are as follows:

1) The provision of the cluster with market and institutional demand for final products - as in any other commercial project, the work of cluster organizations should be closely linked to the conditions of work in the market and focused on the customer. The presence of a demand for a specific type of product from the market as a whole or the possibility of its initiation is a key requirement. In addition, the identified areas of activity should be attractive for each enterprise participating in the cluster.

2) Compliance of the specialization of the cluster and its management system with the promising trends of the global market - the development of the cluster should take place as a result of close interaction with world global markets. Advanced foreign and domestic experience is currently practically the only source of relevant information on the development of innovative industries.

3) Management of a predominantly complete innovation cycle - a full-scale cluster manages the entire innovation cycle: training - research - development - production - implementation - service.

4) Coordination by a special governing body and / or institutional framework that sets the rules for interaction between cluster members - such coordination of the activities of the participants is possible on the basis of the largest NGO of the cluster with a strong reputation (vertically integrated model) or a special organization (LLC or CJSC), endowed with the functions of a manager organizations (horizontally integrated cluster model).

5) Localization in a developed territorial infrastructure - the required level of infrastructure determines very stringent requirements for the territory where the cluster is located

6) Stimulating development using a special competitive environment - a fundamental feature of clusters as a development tool is their ability to form goals harmonized with the goals of all participants

7) Provision of legal regulation, as well as economic support at the stage of creation - for the development of cluster initiatives at the federal and regional levels, a system of regulatory and economic measures should be provided.

8) Cross-cultural approach to interaction within the cluster - for innovation clusters, cross-cultural aspects are becoming more and more relevant for the following reasons.

The advantages of having clusters in the territory include:

- lowering the barriers to innovation;
- the possibility of increasing the level of wages of employees of companies that are part of the cluster;
- stimulating the development of the economy at the regional level;
- improving the trade balance of the region;
- ensuring the increase in employment of the population;
- growth in budget contributions;
- the possibility of using a variety of sources of technological connections and knowledge;
- increasing the level of competitiveness of territories at the level of the economy of the region and the country as a whole.

Conclusion

Considering the effectiveness of the use of the cluster approach in a broad sense, we can conclude that

as a mechanism for the development and increase of the competitiveness of the territory is based on the fact that the cluster provides a number of synergistic effects that positively affect the economy of the region.

Clusters as new centers of economic growth can have a multiplier effect on the development of the Russian economy as a whole, help to attract investment to the region, because unite at their site scientific, educational and production potential in order to increase the competitiveness of industrial enterprises, research organizations and educational institutions.

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MODERN APPROACHES FOR FINANCING REGIONAL AND LOCAL DEVELOPMENT

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СОВРЕМЕННЫЕ ПОДХОДЫ К ФИНАНСИРОВАНИЮ РЕГИОНАЛЬНОГО И МЕСТНОГО РАЗВИТИЯ

Summary. The article deals with study modern approaches for financing of regional and local development, the roles of the main sources of financing have been identified, and changes in financing in the context of decentralization of power have been assessed. The recommendations proposed for the united territorial communities and regions help to optimize their financing and provide the gradual acquisition in financial autonomy.