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Scientific development and achievements

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KEY INTERESTS AND PRINCIPLES OF USING THE CAPACITY OF CLUSTER POLICY

Introduction. The possibilities for continuous improvement of the regional economy are formed due to the potential of growth of accumulated and attracted resources, modern management mechanisms and instruments for regulating the processes of regional reproduction, and stability with respect to internal and external influences. It is the regional economic complexes that are the foundation of the system of the national economy, ensuring the continuity of the processes of production, distribution, exchange and consumption of goods and services.

The attraction of potential management tools to the processes of stimulating the economy, what is also a condition, factor and condition of balance in the development of industries, the formation of domestic markets, the possibility of promoting certain products in national and world markets within the framework of specialization with the vector of ensuring social progress.

The scientifically oriented regulation of the reproduction process in the region assumes a positive result from the effectiveness of the system of relations "enterprise - industry - territory (region)", "population - business - authorities". These groups actively interact, transform in the process of development and form both progressive changes, and conflicts, contradictions. Unresolved issues of balance of interests restrain progress, form pre-crisis and crisis conditions in the economy.

Regulating influence of the Ukrainian regional management system in the face of active economic reforms and social sector is constantly changing vectors, moving from administrative methods to the flexible regulation of market environment with elements of a comprehensive control over the vital processes.

In the system of regulation vectors of regional markets, the priority is the instrument of state and regional cluster policy, as the potential of administrative influence in the context of European integration and the formation of a national model of cluster economy in Ukraine.

Theoretical-methodological and practical questions on socio-economic development, regional policy, the introduction of new forms of specialization and cooperation, including the proliferation of clustering processes are covered and highlighted in the writings of Ukrainian scientists M.I. Dolishnii, V.I. Zakharchenko, S.M. Zlupko, U.V. Makohon, J.B. Oliinyk, V.M. Osypiv, and others. Scientific views converge on the fact that the most appropriate approach to stimulate structural transformations and innovative development of regional socio-economic systems is the implementation of the cluster approach.

Key interests and principles of using the potential of cluster policy remain insufficiently substantiated. A definite task must be solved in a complex manner in the paradigm of relations "government - population - business".

Potential of cluster policy in stimulating innovative development of regions.

In the knowledge system of economy, the category "cluster" is interpreted from the standpoint of dissemination the newest forms of specialization and cooperation, integration and consolidation of activities in the economic complex of a separate territory, at the interregional and world levels. Clusters are characterized by systemic relations based on the concentration of networks of suppliers, producers, consumers, representatives of market infrastructure and other stakeholders, united by cluster initiatives, the reproduction process and the technological cycle.

A higher level of specialization and cooperation in the region are clusters of enterprises that combine both the sectoral and territorial concentration. In the world this form of specialization and concentration was developed long ago, more than a century ago.

The term "cluster" comes from the English language and is defined as a "bundle", "congestion". For the first time, the definition of this category was provided by Michael Porter: the cluster is a geographically concentrated group of interrelated enterprises, specialized suppliers, service providers, firms in relevant industries, and related firms (eg universities, standardization agencies, and trade associations) in certain areas of activity competing but actively working [1].

The implementation of cluster initiatives is possible only if the state regional policy in the field of clustering is activated and favourable macroeconomic, information, and legal environment are created. It is necessary to build a reliable information platform for the development of clusters, carry out a thorough analysis and adjustment of cluster policy at each stage of the cluster process, unite the efforts of the state, the private sector and public organizations to promote the development of regional and interregional clusters in Ukraine [2].

V.I. Zakharchenko feels that clusters are inter-sectoral formations localized on a certain territory, including the entire chain of interrelated activities from production to the final product and service sector. In a modern economy, which is characterized by

ramified networks of enterprises working in cooperation with each other, such entities provide synergistic and multiplicative effects. Cluster inter-economic systems can constitute a new vector of quality of economic growth in the industrially developed Ukrainian regions with a high concentration of manufacturing industries. As the experience of developed countries shows, it is within the frameworks of clusters the tasks related to ensuring the competitiveness of enterprises are better handled. For example, such as R & D on the creation of new technological platforms and their industrial development. The cluster approach fundamentally changes the content of regional industrial policy, since the efforts of the authorities are directed not at supporting individual enterprises and industries, but at developing a system of relationships between economic entities and state institutions. In practical terms, this approach is important, first of all, by the fact that it makes it possible to form and implement large-scale interbranch and interregional investment, and innovation projects of national importance [3].

On the whole, there are three most popular in theory and in practice definitions of the category "cluster", each of which emphasizes the main feature of their functioning:

- regionally limited forms of economic activity within related sectors, which are, of course, tied to certain scientific institutions (research institutes, universities);
- vertical production chains, narrowly defined sectors in which the adjacent steps of the production process form the core of the cluster (for example, the chain "supplier-producer-implementer-client"). In the same category, networks are created around the parent firms;
- branches of industries which identified at a high level of aggregation (e.g., a "chemical cluster") or a set of sectors at an even higher aggregation level (for example, an "agro-industrial cluster") [1].

In the modern vision and key provisions of regional management, the essence of development processes, system activation, specialization, cooperation is the formation of dynamic changes in the latest formats and management technologies. This is primarily the evolution of organizational forms, the involvement of cluster formation processes - the need to establish relationships and dependencies between the elements of the regional reproduction system, ensuring the active development of the local economy and the growth of the humans' well-being.

From the viewpoint of a system approach, a cluster is a set of economic entities of different interconnected industries, united in a single organizational structure, where the elements are interrelated and interdependent, and operate together for a specific purpose. The formation of effective technological chains from several independent economic entities is a strategic exercise that requires certain long-term investments in their implementation and is possible only through their self-organization as a result of the interaction of the prerequisites that have developed both inside and outside of these

potential systems. Such interaction has to lead to the additional benefits for each of the subjects, create a specific incentive to form a unified system of functioning, to ensure an integrated system [4].

Unlike conventional forms of cooperation and coordination of subjects, cluster systems are characterized by the following features: the presence of enterprise leaders, which determine the long-term economic, innovation and other strategy of the entire system; territorial localization of the central mass of financial entities - participants in the cluster system; firmness of cooperative ties of economic entities; long-term coordination of participants interaction of the system within the framework of strategic goals.

We also emphasize the position that a cluster is also a social form of interaction, a category reflecting the process of collective labour. It is created in the community of people or organizations with common economic and social interests. At the same time, the regions in which the clusters are located become leaders of economic development, attracting innovations and investments. They determine the competitiveness of the national economy. Regions, where there are no clusters, have a worse economic position, and in most cases become depressed areas [4].

The study on indicators of patterns of clusters makes it possible to single out their managerial orientation in stimulating the regions that determine the prospects for the implementation of strategies, projects for the development of national, regional and interregional systems (Table 1).

Table 1 Possibilities of clusters in stimulating the regions' development [5]

Classification feature	Content
1. Opportunities for business environment development	high coherence with the very nature of competition and the sources of achieving competitive advantages; effective maintenance of inter-industry relations; the possibility of applying internal specialization and standardization, increasing of labour productivity; the possibility of a productive exchange of ideas and experience between specialists, and consequently the formation of a competitive environment; the possibility of forming industrial associations that can employ the population of the region, the development of infrastructure, etc.; implementation of a non-commercial partnership; unified requirements for products and services within the cluster; creation of a positive reputation of the group for its participants, a collective brand and a typical distribution network;
2. Advantages and opportunities for the regional economy	the level of employment is increasing; unemployment benefits from local budgets are reduced; related sectors in the economy and services are developing; traditional forms are being improved, and new ones of state administration are emerging; a transition is made from direct intervention by the authorities to management through indirect incentives; unemployment is decreasing;

Classification feature	Content
	the offers in local markets are expanding, the level of competitiveness of various spheres of economic activity in depressed regions significantly increases; the possibility of a targeted reorientation of unprofitable enterprises in the region.
3. Advantages and opportunities for public authorities	identification of problems of the region's economy; access to statistical and analytical information; creation of effective mechanisms for interaction between the state and business; strengthening of the effect of the multiplier effect in the region, where the positive impact of the cluster on the competitive environment of the area is; the embodiment of the science and education achievements in real production; gradual integration of the region into the global economic system of the country; strengthening of the independence of the region from the economic situation beyond its borders; stimulating of the development of small and medium-sized businesses in the region; the growth of allocations to budgets of various levels.
4. Opportunities for innovation development	improvement of the effectiveness of interaction between the private sector, local authorities, business associations, research and educational institutions in the innovation process; reduction in the costs of innovation; the development of innovative capacity through the diffusion of innovation to all cluster enterprises.
5. Possibilities for obtaining positive effects of cluster development	scale effect, coverage; synergetic effect arising on the basis of universal standardization of products and increase in the efficiency of cluster participants as a result of their integration.

Ensuring effective and efficient development of clusters acts as a management tool only under the condition of a cluster policy based on clear and scientifically based principles.

Modern cluster policy is recommended to define as a system vision, a mechanism for supporting the state and regions, clusters and cluster initiatives, in general understanding, ensure the development of territories in the processes of movement towards the future formats of the information economy.

In modern tools of state and regional management cluster policy has become one of the most common types of socio-economic system. The uniqueness of cluster policy lies in its ability to softly regulate economic activity, stimulate life processes and social development. In Ukraine, the potential of cluster policy, as a modern management tool meeting the needs of the information economy, is not fully used.

We recommend the potential of cluster policy be considered from the standpoint of attracting the system of modern knowledge of regional management:

- the complexity of this type of policy (has joint activities with innovative, investment policies, supportive measures of small and medium-sized businesses);
- the multipurpose nature of the impact, the variety of tasks and the results that can be obtained;
- opportunities to attract scientific research, development of various directions;
- prospects of balancing, consolidation, harmonization of economic and social interests (at the level of relations "state-regions", "business population", "industry-regions");
- attraction of tools for strategic development of territories, both from the position of forming events and in the newest formats - control, motivation, organization of independent development directions (for example, network technologies, information resources, information support);
- uniqueness of the mechanisms of moulding the employment opportunities, stimulation of the labour market, support of the newest types of activity for individual territories;
- identification and involvement in the evaluation of informal clusters for further support;
- formation of transparent mechanisms and tools for the use of regional resources;
- simplification of access to databases and innovation technologies, research and development, the design of business experience, commercialization technologies;
- formation of target mechanisms of knowledge management - world, national, regional scale;
- unlimited forms of communication, activities, coordination of actions, accumulation and use of ideas;
- the latest technologies of risk redistribution, social and environmental responsibility;
- attraction of network organization of business, communications, information support.

And this is far from a complete list of potential opportunities of cluster policy. Due to its soft, regulatory, corrective influence on the economy and society, a new future region is being formed. Such an experience today is positioned by the leading European countries - Finland, Germany, France.

According to the comprehensive understanding of cluster policy, we will also highlight the potential for attracting knowledge, mechanisms, tools, and other types of strategies (which, for example, focus on specific industries, spheres, and activities). The most common in adaptation such forms of policies and their actions: industrial, scientific and technical, innovative, investment, social, support of small businesses).

Cluster policy should involve a scientific and methodological knowledge base of these types of policies, but one should not expect duplication of activities. The direction of this type of policy is communication and technology, it combines management mechanisms and instruments, orientates their action regional markets.

Clusters and cluster policies aimed at small and medium-sized businesses are becoming especially important. Because it is the investment and innovative capabilities of this market sector that have reserve elements and form a hidden potential for use. Regional cluster system should be aimed at supporting and promoting this particular segment of the economic complex, as the most vulnerable to fluctuations in economic cycles, crisis phenomena, asymmetry of development.

As a result of complex development in the paradigm of the relations "business regional community - national markets - world markets", it is possible to realize precisely national interests (creation of security, high level of awareness and information transparency, infrastructure development, positive image formation, evaluation and publicity of business reputation). As a result, a number of positive changes should be expected. This is a unique opportunity to obtain an effect at the level of the so-called intensive development, ensures the improvement of managerial relations and relations without additional attraction of significant material resources.

Cluster policy requires a methodological justification for the management effectiveness and effectiveness of the mechanisms, tools, and technologies that will be implemented. Achievement becomes the key task: mutual coordination of main development interests; targeted use of the region's potential; forming a positive image of the region and business, and improving the quality of business reputation; improvement of the business environment of the region; obtaining additional opportunities for sharing communications, information networks.

The overall economic efficiency, regional economy and the distribution of scientific foundations for the formation and implementation of cluster policy in general will be achieved due to: the effect of business growth and its revenues; development of specialized industries and the transition to a cluster form of development of industrial structures; formation of new types of inter-industry and interregional cooperation; improvement of regional infrastructure; activation of the use of different kinds of resources; balance of the regional reproduction complex; coverage increase and employment of the population; the formation of additional elements of competitiveness and increasing the competitiveness of both individual enterprises and the regional economy; the growth of markets and the emergence of new market niches; activation of market infrastructure; increase in investment attractiveness and the like.

We should expect to receive other managerial effects and in this case auxiliary: technological, social, informative, which are no less significant. So, for example, technological efficiency is provided due to introduction of more productive equipment,

organization of manufactures with high technologies. An essential component of technological efficiency is the completion of production cycles oriented to waste-free production and a gradual transition to resource-saving technologies.

Social efficiency expresses the ability of the region to meet social needs and provide expanded reproduction of the domestic product. The criteria for social effectiveness of cluster policy are:

- formation and growth of social capital, which affects the competitiveness of the organizations that make up the cluster;
- level of development of human resources of the cluster, characterized by indicators of staff qualifications and the quality of educational cooperation between business and universities within the framework of cluster development;
- improving of the life quality under the influence of regional clustering.

The territorial effectiveness of development is of an integral nature and unites all the foregoing aspects. At the same time, it has an independent meaning, since it is connected with the processes of rational allocation of productive forces, the improvement of the territorial organization of production and the resettlement of the population. Therefore, we recommend justifying, identifying and analyzing clustering processes in the region. It is advisable to identify a number of indicators that allow us to assess the impact of clustering on the level of development of the territory. The following indicators are most in demand and corresponding statistical reports: sectoral structure of the region's economy; the share of products produced within the regional clusters in the ASU or GDP; the volume of exports of the cluster's products and its share in the total amount of exports of the territory, the size of tax revenues from the cluster participants and their share in the total volume of tax revenues of the region; the indicator of the level of employment in the cluster and its share in the overall employment indicator; an index of growth in the added value of a cluster.

It is one should expect from the effectiveness of developing, implementing and monitoring the implementation of cluster policy a high synergetic effect of managerial influence on processes of economic and social growth; attraction of investments and innovations; the newest formats of interaction between the science of education and business. In general, it is necessary to recognize the high competitive potential of cluster policy in comparison with other types of policies for systems development.

Strategic goal and principles of cluster policy formation. The basic problem of effective use of the potential of cluster policy is how to find a balance between the differently directed interests of the subjects of cluster relations - government, business and the population. It permeates all the levels of the socio-economic system. There is no universal solution to this problem since interests are a dynamic category. The process of finding mechanisms for reconciling interests is being complicated by the

inconsistency of the principles of functioning of the current cluster policy of the regions of Ukraine to the needs of innovative development.

The scientific community singles out the following principles of cluster policy:

- subordination to the strategic priorities of the national policy of spatial development;
- selectivity of financing of the most competitive projects on a competitive basis;
- integration and harmonization of the priorities of regional socio-economic, industrial and scientific-technical policy in the framework of supporting clusters;
- integration of spatial and sectoral paradigms of competitive development of the region within the cluster approach;
- decentralization of the resources for supporting clusters with the possibility of involving central, regional and local authorities, public and private entities of network interaction, wide use of public-private partnership forms;
- constant support for the development of clusters from the standpoint of institutional and resource support [6, p. 206].

The main provisions of the scientific literature allow us to conclude that the above-mentioned principles of cluster policy are general and incomplete. They do not take into account the specifics of the development of an innovative economy based on the imperatives of harmonization and consolidation of subjects' interests of different economic levels. Therefore, it is recommended supplementing the above list. Among the key principles for the formation of an innovative model of cluster policy, it is worthwhile to single out (Fig. 1):

The principle of the synergy of the state and business on the principles of social responsibility. It broadens the understanding of the common interests of the state, regulates the interests of the cluster members; forms economic and social responsibility, as well as legislative provision of clustering processes.

Principle of priority of innovative development. The information economy is focused on innovation. Practice shows that the majority of the most profitable and productive activities at present are unrealized in the regions of Ukraine, for reasons of underestimation of the potential for clustering but not balancing the critical interests of innovative development. The construction of innovative architecture of the regions of Ukraine based on the cluster economy is a priority in conditions of increasing competition on the domestic and foreign markets, acceleration of information progress.

The principle of the "Triple Spiral" is the entrepreneurial interaction of universities, business and the state. Regional innovative architecture can be formed provided that the principle of the "triple helix" is observed. The implementation of innovative projects within the cluster requires the elimination of gaps in the chain "science - technology - production - market". This process can be helped by the

government, initiates the prerequisites for the formation of missing links both in the sphere of resource support for innovation activity, legislation, and in the commercialization of intellectual products. It is impossible to develop and implement a system for the formation of regional innovative clusters without the participation and support of scientific and business structures.

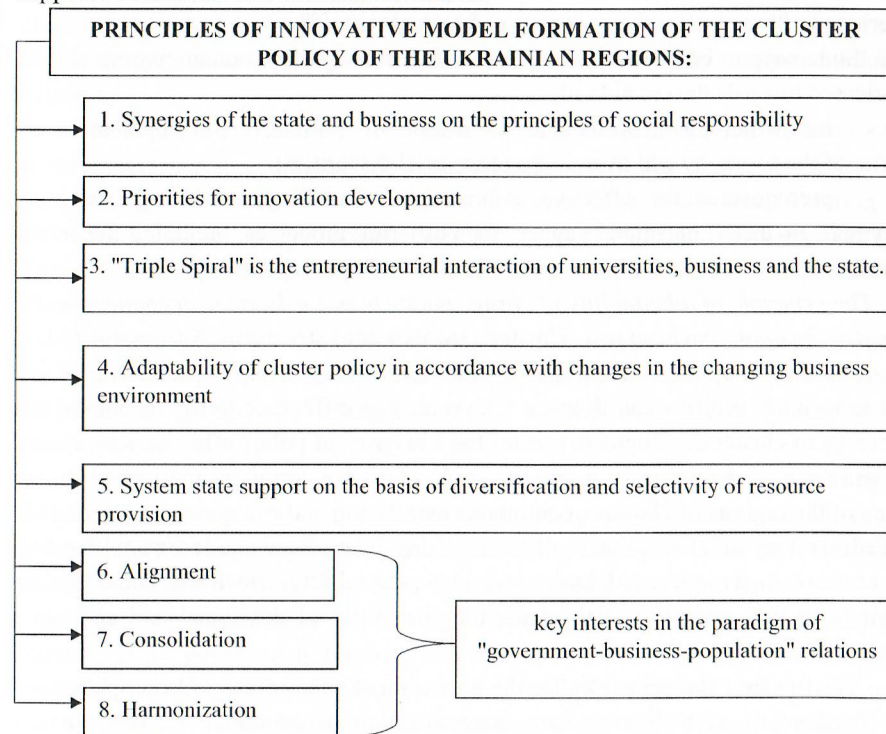


Figure 1. Principles for the formation of an innovative model of cluster policy in the regions of Ukraine

Principle of system state support on the basis of diversification and selectivity of resource provision. Regions of Ukraine are characterized by disproportion of economic, social and innovative development. To eliminate these imbalances, the key tasks of the authorities at any level is to differentiate and select the resource provision, taking into account the critical interests of the participants in the cluster processes.

Despite the fact that the government can not support all clusters, it needs to decide which clusters should be given special attention, and which does not. With regard to the "scientific validity" of cluster policy, T. Bass notes that, as a rule, the study of industries for the purpose of selecting candidates for state support is carried out on the basis of insufficient or inappropriate data, sociological methods with deep

violations, and simplified mathematical models [7].

According to T. Bass, the strategies related to the selection, including the selection of clusters, are not practiced from their high scientific quality, but through the attractiveness of certain categories of the electorate. Politicians are not able to "select clusters" more efficiently than market actors. Officials also lack the skills and experience of the clusters they are assigned to deal with [8].

State support of innovative processes of clustering of Ukrainian regions should be oriented towards the creation of:

- infrastructural conditions for activation of innovative development in all sectors of the economy and overcoming territorial disparities;
- prerequisites for effective information, consulting, marketing, resource, analytical, financial, personnel support for clustering processes, including the initial organization of conditions for the implementation of innovations.

The principle of adaptability of cluster policy in accordance with changes in the changing business environment. Clusters are dynamic structures. Successful today, tomorrow they can lose their prospects, and vice versa, the implementation of some joint innovation projects can drag on for years. The difference in the dynamics and efficiency of cluster development creates risks in terms of policy effectiveness: it may lose its relevance. In order to minimize the risks of implementing the innovative cluster policy of the regions of Ukraine, continuous monitoring and evaluation of activities is needed, creating an information basis for adjusting the mechanisms of impact [9, p.84]. The basis of cluster policy in Ukraine should be adaptability, which will allow to react promptly to the growing social needs, the variability of the social and economic situation in the country.

The fundamental principles for the formation of an innovative cluster policy are the coordination, consolidation, and harmonization of economic interests in the paradigm of "government -business-population" relations.

The principle of coherence of interests is determined using a balance of benefits at the level of "state-regions" relations; "Business population"; «Branch-regions». The implementation of the cluster policy provides for a set of activities, in particular of a regulatory nature, to determine the interdependence of the interests of cluster members, and form a mechanism for harmonization.

Currently, there are significant difficulties in ensuring the effectiveness of regulation of economic interests. A significant part of them is due to the lack of elaboration of theoretical approaches to the establishment of regularities in the development of cluster relations that evolve over the attraction of key principles (consolidation and harmonization) of the economic interests of the government, business, and the population. It does not allow us to fully determine the trends in the development of clustering processes, understand and anticipate economic events.

The entry of the Ukrainian regions to a qualitatively new level strengthens the importance of *consolidating the key interests* of using the potential of cluster policy. The content of this principle is to strengthen, unite the fundamental interests, actions, capitals of clustering subjects around the idea of the innovative development of regions, implement the corresponding programs that ensure the implementation of cluster initiatives. The implementation of these processes should occur by knowledge of the patterns, their manifestation, and the definition of the instrumentation of balancing.

Economic interests are an objectively evocative manifestation of attention to commercial goods, generated by a significant benefit for financial entities and generated by the desire of these subjects to satisfy their needs when entering into economic relations of production, distribution, exchange, and consumption [10]. Therefore, an important principle of cluster policy is the harmonization of economic interests.

The principle of harmonization of subjects' interests of cluster policy is achieved by ensuring: legality; property rights; stimulating the activity of the business environment; harmonious interaction in the system of relations "state-regions"; "business-population"; "branch-regions" [11].

We recommend considering the harmonization of the interests of using the potential of cluster policy as a conscious aspiration of its subjects to realize both their interests and the interests of other participants in the cluster economy to maximize the effect of synergetic effects and ensure the stable development of regions.

Thus, it is advisable to objectively comprehend the operational and long-term interests of the government, business and the population in shaping and realizing the potential of cluster policy. Representatives of business, regional management argue that synergistic effects obtained in the framework of clustered education contribute to the growth of the mass of profit and the level of capitalization; increase the incomes of the population and the local budget; convincingly solve social problems. The intervention of the state in the allocation of resources, the desire for excessive centralization of managerial functions in an information-changing society weakens the management's willingness to intensify the processes of clustering.

In the system of activities of regional management, the urgent need arises for the strategic goal of innovative cluster development taking into account the principles of consolidation and harmonization of compelling interests (Table 2).

The implementation of this strategic goal of innovative clustering involves the development of a methodological tool for assessing key interests in the management principles of consolidation and harmonization.

Table 2 Formation of strategic goals of innovative clustering taking into account the principles of consolidation and harmonization of compelling interests

POPULATION		STRATEGIC GOAL	BUSINESS	
Interests	Responsibility		Interests	Responsibility
Affordable and quality education in line with European and international standards	Work on the specialty	dynamic development of economic institutions in the innovation model of cluster policy of the regions is favorable for the population, development of clusters interested in organizing high-profit and safe jobs through attracting investments and using innovations based on the formation and realization of the intellectual and business potential of the able-bodied population.	Preservation and enhancement of the property	Property management
High-profit and safe jobs	Professional development		Profit, profitability of business	Ensure innovative development and conservation activities
Affordability, quality of housing and level of infrastructure support of the regions in accordance with modern trends of innovative development	Maintenance and preservation of housing		Favorable conditions for business development; absence of administrative barriers	Social responsibility
Affordability of services to support and restore health in accordance with the latest world standards	Health preservation		Highly skilled and inexpensive labour	High-profit and safe jobs
The level of prices corresponding to the level of income (in the example of European standards)	Labour productivity at the level of world industry standards		Business reputation and image	Results of activities
			Synergistic effect	
		GOVERNMENT		
		Government's authority		Coordination of interests of business, population and public authorities
		Effective management system		Social responsibility
		Increase in budget revenues		
		Development of regions and priority centers for the concentration of innovation activities		Balance of economic, social and innovative development of regions

Therefore, in further scientific research it seems expedient to form a model for assessing the interests of using the potential of cluster policy. Compliance with the principles of consolidation in management activities will create the prerequisites for a new vision of the competitiveness of enterprises. Consolidation processes must occur in a synergistic relationship with harmonization of processes. Harmonization of cooperation between socially responsible business and government is the only sure and effective way of regional development within the cluster economy.

Building a model for assessing the interests of using the potential of cluster policy in the process of their consolidation and harmonization requires the following sequence of actions in the form of an algorithm (Fig. 2).

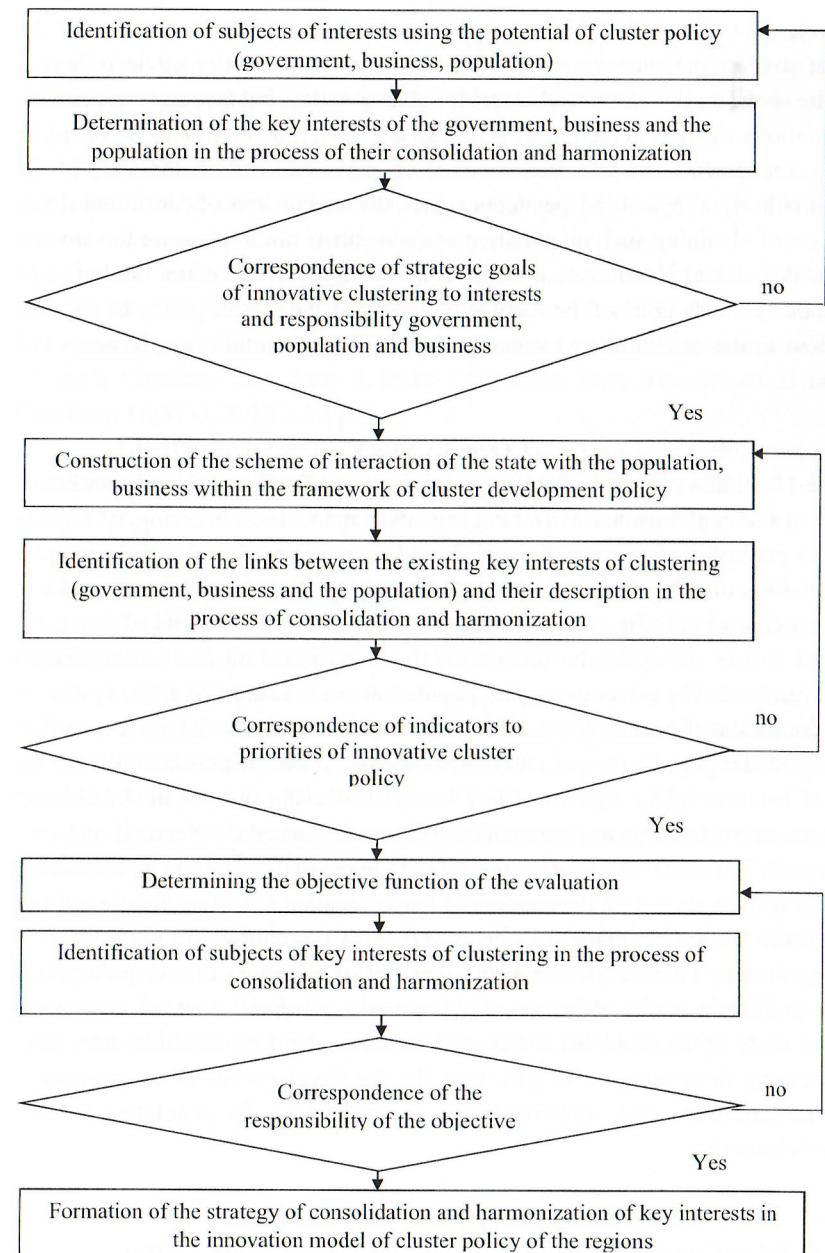


Figure 2. Algorithm for constructing a model for assessing the interests of using the potential of cluster policy in the process of their consolidation and harmonization

The criterion for the effectiveness of consolidation and harmonization of the interests of government, business and the population in the innovation model of cluster policy is the social and economic indicators for assessing their balance and consistency.

Evaluations of the interaction of business and government should be open, be universally recognized and be based on existing statistics, data on the state of the industrial markets, ratings of independent experts, the conclusions of consulting firms. The purpose of obtaining such quantitative assessments is not to measure the amount of additional financial infusions that business and people have to count on, but to be able to quantify the "might" of the innovation model of the cluster policy of regional development in the economic and social partnership of the authorities, business and population.

CONCLUSION

In the Ukrainian economy, there is an urgent need for scientific substantiation, development and implementation of strategic goals of innovative clustering, taking into account key principles. This strategic goal should form a clear vision of the principles and key interests of using the potential of cluster policy. As part of the main tasks of realizing a certain goal, the issues of real assessment of the interests of using the potential of cluster policy in the process of their consolidation and harmonization should be resolved. The government and population are the subjects in the system of complex consolidated economic relations of cluster entities. The interests of power structures and the population are inherently heterogeneous, which complicates the problem of balance. In the system of key interests of using the potential of cluster policy, there are such things as "regional interests-state interests"; "Sectoral interests-state interests"; "Interests of business-interests of the population". The real instrument in this coordination should be the process of harmonization and consolidation of key interests in the innovation model of cluster policy of the regions. In the process of researching the key interests of using the potential of Ukraine's cluster policy, it is necessary to include in the sequence of this process a logical chain of managerial actions: the study of the problems of the market environment generated by imbalance of key interests; determination of priorities for the development of the regions of Ukraine; substantiation and implementation of mechanisms for regulating the key interests of clustering.

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