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CLUSTERS: NEED OF FORMATION AND DEVELOPMENT

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Abstract: In this article need of formation and development of clusters for the Republic of Kazakhstan is considered. Now in the conditions of globalization and economy internationalization the leading part is assigned to formation and development of competitive national economy.

Cluster development as the instrument of increase of competitiveness of the country, innovative development of economy is new approach in development of Kazakhstan. Main objectives of the Kazakhstan cluster initiative is creation of conditions for the maximum use of Kazakhstan of competitive advantages in development of non – oil sector of economy on the basis of involvement of private business structures to the industry sphere.

According to the Message of the President N. A. Nazarbayev to the country people the Strategy "Kazakhstan – 2050": new political course of the taken place state" of December 14, 2012 before the republic the purpose is set – by 2050 year to enter into number of thirty developed states of the world. The key instrument of realization of the Strategy "Kazakhstan – 2050" is cluster approach at which the synergetic effect by interrelation of business, sciences and the states is created, and the model of "a threefold spiral" [1] starts working. Taking into account it the Head of state set tasks: to define models of cluster development; to develop "road map" on formation of perspective national clusters; to develop the Concept of formation of perspective national clusters.

The purpose of cluster development is ensuring high level of economic growth, diversification and modernization of national economy from increase of domestic enterprises' competitiveness, cooperation of science and business, suppliers, accessories, specialized production and services, the research and educational organizations forming perspective national clusters.

Thus, it is necessary to allocate the basic principles of formation and development of perspective national clusters in Kazakhstan:

- continuity of problems of Strategy "Kazakhstan – 2050", providing development of the priority directions of economic growth and competitiveness of national economy;

- creation of "a threefold spiral" through interrelations of business, science and the state, providing

coherence of actions concerning activation of cluster initiatives;

- stimulation of cluster initiatives from providing the state support providing creating favorable conditions for increase of enterprise activity of the population, level of innovative production and investment attraction of the region;

- development of new forms of the private and state partnership focused on implementation of strategically important regional cluster projects;

- systemacity during the forming and development of the clusters, considering existence of all essential signs and potentials;

- availability of information about directions and stages of formation and development of the national clusters, providing active participation and population assistance to effective functioning of regional and local clusters [2].

The world practice shows the leading role of clusters in social and economic development of the countries. Experience of the developed countries showed that cluster approach forms a basis for interaction between representatives of private business and the state.

Processes of clusters' formation and development promote production use with a high value added, and also activation of innovative processes in the conditions of a lack of resources.

Formation of clusters accelerates the process in separately taken branches, leads to splash in innovations and strengthens ability to the competition in the world market.

Experience of the Japanese economy based on creation of system of subcontract and subcontract communications between a number of large and a network of medium – sized and small enterprises can serve one of examples of process of creation of clusters.

The cluster is a basis for creation of new forms of knowledge association, stimulates emergence of the new scientific and technical directions and their offers, and also indirectly supports education, univ-

ersity science and venture business. After the USA and Japan, EU countries came to idea of the countries resources association on the basis of development of the general scientific policy in which the important role is allocated to development of innovative clusters.

Being points of economic growth, clusters become object of large investments on which the close attention of the government and local administrations is concentrated. The cluster generates the production scale effect which basis is existence in the person of one of firms of the innovative kernel stimulating production of new types of products and services. Advantage of a cluster also is flexible possibility of simultaneous production of production's several types. At group of firms in clusters there is a possibility of optimization of production and technological processes and minimization of extra production expenses at the various enterprises. Thus, all participants of a cluster get additional competitive benefits as a result of cumulative influence and the specialization providing increase of labor productivity and decrease in product cost.

According to M. Porter: "Borders of a cluster have to surround all firms, branches and the organizations between which there are strong communications - both horizontal, and vertical, structural. And all firms, branches and the organizations, communications with which weak firms or they aren't present at all, it is possible to leave outside put border" [3].

Clusters soften the problems inherent in the relations "at arm's length", without imposing of slowness of vertical integration or the administrative problems connected with creation and maintenance of formal structures, such as networks, alliances and partnership. The cluster of independent and informally related companies and the organizations represents the strong organizational form having advantages in efficiency, productivity and flexibility [4].

The most optimum model of innovative reforms at the present stage of Kazakhstan economy development supposes creation of branch clusters in different regions of Kazakhstan. Need of implementation of the Republic of Kazakhstan industrial and innovative development program in modern conditions staticizes a problem of competitiveness of domestic economy increase.

The main advantage of cluster approach is possibility of identification in potential structure of a cluster of the absent links which completion will allow creating the full cluster scheme. It should be noted that it is possible to create a cluster only with the assistance of public authorities as it was noted earlier. They define a vector of development of var-

ious branches and the related fields of activity on which cluster formation depends. The result of application of cluster approach is not development of separate directions, it must be a complex of the interconnected branches and the fields of activity creating in aggregate a considerable surplus value and capable, thanks to complete structure, to continuous improvement and updating.

Indisputable advantages of cluster approach in management of the territory and cluster initiatives development take into account the documents of territorial planning which are playing important role in strategic development of the country as a whole and for each its region. Thus the main problem of the accounting of the territory cluster development strategic priorities is lack of opportunity to establish a clear boundary of a cluster, to allocate for it a separate platform. It is caused by that in spatial expression the cluster doesn't represent concrete territory having strict borders, it represents the network structure which scheme that is similar to a web. Points of intersection of its radial and ring threads designate the enterprises and the organizations, and threads - inside - intersectional interactions between them. To solve a problem of delimitation of a cluster, it is necessary to understand how and with what level of specification it takes to consider cluster development when developing various documents of strategic planning of the region territorial development. For example:

- when developing strategy of the region social and economic development cluster development is put in a basis of development of various branches as the effective mechanism of questions of the territory competitiveness' increase solution. Thus in strategy only specified main directions and problems of development which it is necessary to define by authorities during its realization are represented;

- when developing strategy of the region economy branches' development the concrete directions of work of executive authorities structural divisions are showed, and the accurate purposes and problems of stage - by - stage development of clusters are set; chains of the interconnected enterprises are defined; the analysis revealing absent links in potential structure of a cluster is carried out.

It is also necessary to note that as the world practice shows, creation of competitive clusters demands rather long time. In this regard it is expedient to intensify study of questions on quantitative and high - quality improvement of factorial conditions in economy. The number of the most important and traditional tasks of the government include the organization and increase of level of such factors, as the qualified human resources, fundamental scientific

knowledge, economic information. According to world practice, the countries reach advantage not so much thanks to the factors available today, how many thanks to presence of the unique institutional mechanisms capable continuously to raise their level.

Thus, it is necessary to study questions of formation and increase of the factors' level promoting creation of the favorable environment for effective work of clusters, in three most important directions, exactly:

- improvement of mechanisms of educational policy's work;
- improvement of mechanisms of scientific and technical policy's realization;

- improvement of work of information policy in a context of economy's cluster-development.

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