

Improving innovations that affect sustainable cluster development

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ABSTRACT

This article discusses the problem of the role of the cluster in the process of forming a sustainable business and maintaining the innovative development of the national economy, including its individual industries in modern conditions. In the course of writing the article, various analytical methods were used: comparative and retrospective analysis, the method of data compilation, induction and deduction, as well as modeling. As a result of a generalized analysis of the activities of clusters and, in general, the activities of groups of companies, it was concluded that the importance of cluster associations is significant in the overall structure of mechanisms to support the development of innovations. The author analyzed various approaches to the formation of cluster policy by determining the effect of the resulting synergetic features of the cluster form of doing business, from the point of view of the formation of business sustainability and strengthening the position of the company's brand.

Keywords: Cluster management, business sustainability, supercluster, innovation development, cluster policy, entrepreneurial network.

INTRODUCTION

World experience shows that enterprises operating in clusters, thanks to a network of mutual connections and close cooperation with institutions from the field of science, education and management, become more competitive and achieve greater success. The development of clusters affects not only the development of companies, but also of entire regions where they are located. They allow for better use of the internal potential of regional development and attracting external investors. In fact, the clusters themselves and the industries in which they operate can be considered as the most important endogenous potential for the development of specific regions. From this point of view, it is also worth analyzing the possibilities of using the idea

of clusters to dynamize development. A desirable stage in the development of initiatives from the point of view of regional development should be the implementation of investment projects that will increase the scale of production of enterprises, increase employment, improve quality and enhance the competitiveness of Podlaskie brands. This can lead to supra regional and foreign expansion. Then it will be possible to talk about the real role of cluster structures as an effective tool for regional development, a driving force of the regional economy and, thus, as an internal development potential. The role of innovative clusters in the development of the regional heat and power complex is especially relevant due to the emergence of cooperation in cluster structures. To achieve the goal, the article substantiates that

clusters are a natural consequence of the unification of entities for the joint implementation of specific projects. At the same time, if the parties involved are market competitors, then we are dealing with a strategy called joint competition, which combines the concepts of cooperation and competition, which constitute a separate concept in strategic management. As results, we highlighted the substantiation of the role of innovative clusters, combining cooperation and competition at the same time, in the development of the regional heat and power complex due to the use of the synergy effect, which is expressed in measurable common benefits.

The greatest success is demonstrated by clusters with a high degree of participation of scientific centers and university complexes, with a high share of innovative products, producing goods with long-term competitive advantages due to the use of scientific research results, training highly qualified personnel in their interests. For regions with high scientific, technical and educational potential, and for Russia, studying the mechanisms of formation and development of such clusters is vital. An innovative cluster (definition 1) is a cluster formed on the basis of or comprising centers for generating scientific knowledge, centers for generating business ideas, centers for training highly qualified specialists; producing products with long-term competitive advantages; operating in promising growing markets or forming new sales markets.

Such a definition of an innovative cluster, of course, narrows the systemic concept of "innovative" as capable of effectively adapting to changes in the external environment, but it is working and allows us to set the task of both an accurate description of such a cluster and measuring the degree of its innovativeness. The degree of innovation of a cluster is a qualitative or quantitative characteristic reflecting the degree of integration into the cluster of scientific knowledge generation centers, business idea generation centers, and training centers for highly qualified specialists; the share of innovative and science-intensive products in the total volume of production; and the characteristics of the sales markets for these products.

Innovative clusters, in one way or another, have the ability to influence the level of competitiveness of their residents by providing them with a certain number of advantages:

- cluster residents can work with the highest level

of efficiency, thereby attracting specialized assets and suppliers with a shorter response time than they could have separately;

- the ability to achieve the highest level of innovation through close interaction with partners, clients and other companies, which generates new ideas and ensures the intensive implementation of innovations, while residency in a cluster reduces the costs of their testing and testing for compliance with any requirements;

- favorable conditions for the formation and development of business in clusters.

In this regard, the importance of the quality of cluster management is determined, thanks to which enterprises included in the cluster have the opportunity to increase the competitiveness of the brand (the company as a whole) or products by determining modern methods and ways of developing innovations in a specific area.

Cluster An organizational mechanism created by regional entities for the purpose of jointly solving problems and implementing joint activities. A complex of enterprises from the most liquid business areas that form the foundation of the region's specialization.

Self-identification of cluster residents A cluster as a corporate tool for improving the efficiency of stakeholder interaction processes. Residents identify themselves with a specific cluster. A cluster as one of the state instruments in terms of industrial development, innovation, and SME support. Residents may not be aware that they are part of a cluster.

Selection of clusters applying for state support An open competition with the opportunity for participation by any company that identifies itself as a cluster. A cluster is determined through an assessment/analysis or is based entirely on a political decision.

Definition of cluster support measures Joint projects of residents and correlation of these projects with the formed state support measures. The state facilitates the process of self-organization and interaction of cluster residents through the cluster development center (cluster management company). Support measures are formed based on need, which is determined by identifying the strengths and weaknesses of the cluster.

Thus, clusters can contribute to sustainable development in various direct and indirect ways (promotion and education). The analysis allowed the authors to formulate the following conclusions

and recommendations:

- clusters can play an important role in supporting the sustainable development process,
- many studies of clusters have been conducted over the last decade, and some of them relate to sustainable development,
- cluster policy in the EU helps to strengthen the position of clusters in achieving sustainable development,
- there are many initiatives in the EU aimed at strengthening cluster activity and, as a result, sustainable development.

Clustering of the economy also entails a number of problems. For example, cluster companies gain a competitive advantage over other companies outside the cluster, which weakens other companies and may lead to their collapse or change of industry. This may contribute to an increase in the concentration of production, income and resources in a specific place (cluster). The analysis showed that there is a gap in research in the field of continuous measurement of clusters in the context of sustainable development.

Excessive concentration of capital and resources among a small group of people and organizations can lead to negative income stratification and social inequality due to wealth, which is contrary to the assumptions of sustainable development. There is also a risk that some clusters are created only to collect grants and then their activities cease (here the question arises how many clusters are formed because of the desire for networking and how many for collecting grants). In addition, not all clusters contribute to sustainable development (e.g. heavy industry clusters), and governments and cluster managements face the challenge of encouraging them to implement sustainable activities.

CONCLUSIONS

A generalized analysis has shown that the role of cluster associations is significant in the overall structure of significant mechanisms for supporting and developing innovations, as well as the national economy as a whole. There are various approaches to the formation of cluster policy, including from the point of view of providing state support to resident enterprises and clusters as a whole. Synergy formed in the process of interaction between cluster participants leads to colossal results in various areas, including in industry in terms of creating sustainable business ties and strengthening the position of the company's brand.

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