

**A. L. Bogashko, Ph.D., associate professor, assistant professor  
Education and Research Institute for Economics and Business Education,  
Uman State Pedagogical University named after Pavlo Tyczyn, Ukraine**

**THEORETICAL PRINCIPLES OF INNOVATIVE MANAGEMENT  
DEVELOPMENT OF AGRICULTURAL TERRITORIES**

Building an efficient innovation infrastructure is one of the first steps towards a full-fledged regional innovation system, which will undoubtedly contribute to the transition of rural regions of Ukraine to the innovative way of development. Within the rural areas, innovation activities are carried out in various forms and manifestations of a multitude of economic actors and depends on state innovation and regional policy. It is innovative infrastructure that combines this activity into a single system that provides a complete innovative development of both a separate rural region and the country as a whole.

In rural regions of Ukraine, innovation infrastructure is not yet sufficiently developed as it does not cover all aspects of the innovation process. There is no systematic view of infrastructure as the most important component of the regional innovation system. However, some of the elements of this well-established network have already been created. The results of the activity of industrial parks, business incubators, special economic zones, regional centers of innovation development indicate that in the regions of the country, the innovation infrastructure is the stage of formation. In the future, this will allow to build a holistic territorial-cluster system of innovative development, both at the regional rural level and nationwide, which will ensure the advancement of new scientific knowledge in the field of science and technology to the market of innovations.

The process of creating and operating clusters is quite complex and multifaceted. Multidimensional is the vision and scientists in explaining the very economic significance of the essence of the cluster. The economic dictionary explains the concept of “cluster” as a “group of all subjects”, as well as a method by which the model is grouped according to certain characteristics [1, p. 127].

There are many approaches to the definition of “cluster”. Among the scholars, the most well-known definition was given by M. Porter, the founder of the theory of competitive advantages of the nation, who treats him as a group of geographically neighbouring interconnected companies and related organizations that operate in a certain area and are characterized by a common activity and mutually complementary one another [2, p. 205-206, 216]. From this definition it becomes clear that the well-known scientist points out above all the advantages of such a neighbourhood, which is

related to mutual aid enterprises in a specific area. M. Porter believes that in the modern economy, especially in the conditions of globalization, the traditional branch division loses its relevance. Clusters, as a system of socio-economic relations, go first.

Along with the general notion of “cluster” stands out the concept of “industrial cluster”, “regional cluster”, “regional industrial cluster”. The main feature of all these concepts is the geographical proximity of enterprises and organizations, their interdependence in the production process. However, the innovation component is practically not mentioned in any of the primary widespread interpretations of the concept of “cluster”.

In the conditions of a modern innovation economy, theoretical and methodological views on the process of clusterization undergo significant evolution. The genesis of cluster definitions represents continuity of orientation towards innovation and the exchange of information and knowledge.

In our opinion, based on the content and objectives of this study, a new term should be used - the theoretical concept “regional innovation cluster”, under which we will understand the long-term coalition of administrative authorities and public organizations of the region, production, processing, marketing and service enterprises, educational institutions, scientific institutions and innovative forms of doing business with a view to mutually beneficial and mutually beneficial development of a competitive, socially oriented economy of the region based on new knowledge, innovators and comprehensive use of the intellectual capital of the region.

The modern development of separate economic systems shows that cluster associations are one of the most effective forms of organization of innovative processes, forms of rural regional development, in which the individual competing enterprises do not compete in the market, but entire complexes, which reduce their costs due to the joint technological cooperation of companies. Association into clusters forms a specific economic space in order to expand the scope of free trade, free movement of capital and human resources, and, therefore, serve as structural elements of the global system [3]. The main objective of the cluster is to increase the internal and international competitiveness of its members through commercial and non-commercial cooperation, research and innovation, education, training and regional policy and state support.

In this context, in the formation of clusters, it is necessary to determine the list of innovative production-technological leaders in each rural region. At the same time, it is necessary to allocate institutional leaders in the field of education, which in future will allow the formation of innovative scientific and production cluster structures that will provide competitiveness both for the region and for the country as a whole. However, it should be noted that it is the medium and small business, based on the support of the authorities, the so-called administrative resource of the region, should take the initiative to create clusters.

For enterprises, an important classification feature is the geographical significance or the territorial division of labour, namely: the regional, which is created within the same region and is oriented to the existing geographical concentration of interconnected industries; state (national), which includes existing operating enterprises, organizations and institutions located in different regions of the country

with export orientation; an international one, which is usually created on the basis of cheap labour and natural resources of low-income countries and the import of technology from developed countries.

The degree of openness of the cluster affects the addition of additional resources to the rural region or the functioning of the cluster, which occurs when using only its own resources. The completeness of the use of the primary resource affects the stability of the existing cluster-oriented groups: the less active use of the primary resource increases the possibility of its use by other enterprises that are not part of the cluster, which usually weakens the competitiveness of the cluster itself.

The state support of the cluster industry provides the ability to protect the interests of the cluster, as well as the possibility of obtaining additional competitive advantages through interaction with the state. Management and geographical coverage can be achieved through macro clusters - groups of interconnected and interacting industries and individual segments within the country as a whole, mesoclusters - interconnected industry groups of enterprises within a specific region; microcluster - the level of a separate rural area.

The benefits of clustering are high, intense competition and active engagement between stakeholders that create sustainable competitive advantages. In general, the effect of using the regional cluster management structure of innovation development is to improve a number of economic indicators such as profitability and profit from innovation and production activities, due to the rational choice of innovative projects based on the correct orientation as to the specific needs of consumers, as well as on the promising development of the cluster.

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**Iu.V. Samoilyk, PhD of economic sciences, associate professor, doctoral,  
Poltava State Agrarian Academy, Ukraine**

## **GLOBALIZATION APPROACH TO THE AGRI-FOOD MARKET DEVELOPMENT**

Globalization approaches to the interpretation of the development can be seen in the civilizations theory by A. Toynbee and O. Spengler [3; 4]. In the works by O. Spengler development is considered in the context of the civilization evolution. The scientist believed that it is impossible to study history from the position of strict scientific analysis; the most important in the history is to understand the uniqueness of it, based on intuition, rather than on the basis of intelligence. It is possible to understand and appreciate the culture only from the inside, by experiencing it. There are two stages