

**TRANSFORMATION OF THE CLUSTER MECHANISM OF INNOVATIVE  
DEVELOPMENT IN THE MODERN WORLD ECONOMY (AT THE EXAMPLE OF  
TRANSPORT-LOGISTIC CLUSTERS)**

Study of the structure of a modern transport-logistic cluster and the process of its formation is a significant scientific and practical interest due to the market transformation of the national economy, as well as in a context of dynamic merger of Ukraine into international economic relations and European economic integration in general. The study shown in this theses was performed on a sample of a transport-logistic cluster located in a border area of Transcarpathian region. Dynamic expansion of globalization processes of world economy along with a liberalization of markets rises an increasingly urgent question of competitiveness of regions' production and thus it is no coincidence that in public programs – i.e. the program for establishment and functioning of a national network of international transport corridors in Ukraine as well as in the integrated approval program for Ukraine as a transit state has been foreseen the establishment of a modern transport complex integrated into the global production. The formation of a transport-logistic cluster on Transcarpathian territory and its further integration with logistic cluster in the town of Zagon' (Hungary) within the trans-border region due to the need for integration of transport networks and Ukrainian transport into international transport system to attract additional cargo transportation volumes and currency receipts and to reduce transport costs and to make transportation of passengers and cargoes similar to international standards, to reduce the energy and environmental performance of transport and to increase Ukrainian export potential on international market of transport services by significantly increasing of competitiveness of Ukrainian motor carriers along with a modernization of Ukrainian transport system.

Cluster economic development models have become the objects for their analysis by some Ukrainian and Russian scientists: S.I. Sokolenko [1, p. 100-116; 2, p. 70-78], Â.B. Oliynik [3, p. 45-49], V.M. Osipov, and V.I. Zakharchenko [4], M.V. Slipenchuk [5] and others. To problems of trans-border infrastructure development cooperation and competitiveness of

transport-logistic systems was given in economic literature some clarification in a context of the research for formation of conditions to intensify the economic integration of Ukraine into the world economy.

Despite the undeniable achievements of scientists, the scientific analysis of international relations, trans-border economic cooperation from the perspective of the transport-logistic cluster is still not thoroughly performed, there are not enough research works on creation methodology of such transport-logistic clusters. The research described in this theses has been dedicated to a partial resolution of this issue.

The purpose of this scientific research is the formulation of methodological guidelines, the compilation of methodological foundations for the study and further creation of transport-logistic clusters.

The transport-logistic cluster includes regional motor transportation enterprises, enterprises of any other types of vehicles, licensed warehouses, local authorities and research institutes, a network of modern communication connections which improve their cooperation and competitive advantages of the trans-border area.

Statistical data also confirm the strengthening of tendency for increasing of volumes of freight transportations in Transcarpathian region - both transit transportation (which makes more than sixty percents of general transportation volume of the common cargo traffic) as well as bilateral transportation with EU countries.

Next measures are of priority for a transport-logistic cluster in Transcarpathian area: forming of general informative base of ferrymen, loads, terminals, storage facilities, etc.; coordination of tariff-custom policy in regard to transportations by all types of transport; development of required training and educational programs and professional training of specialists that would meet the needs of cluster; planning of personnel policy; promoting to establishment faculties and departments on training of logisticians and other skilled professionals if required; realization and development of joint marketing initiatives; definition of problems existing on market of logistic services; providing of strategic information requested by firms (research for possibilities of implementation of newest technologies); maintenance the basic infrastructure (i.e. roads, communication, movable warehouses, etc.) in the proper condition; to increase the level of awareness about advantages of exchange with knowledge and further merger into the cluster; creation of platform for a further merger into the cluster (i.e. a network) and for exchange of information on regional, national and transnational levels.

That is possible to create a transport-logistic cluster on territory of trans-border area by taking into consideration such combinations of following factors like the indicator of transportations, innovativeness of a movable warehouse, the development of a transport infrastructure and providing of industry with labour resources.

The mechanism of functioning of transport clusters should also be supported by local authorities. Development of transport-logistic clusters has been formed on principles of permanent adjusting process of transportations; proportional development, harmonization of interests and constant stimulation of participants of transportation process, its flexibility, logic, sequence, coordination, reliability, adequacy of its quality, openness, progressiveness, its compliance with a public transport-economic policy and efficiency.

In fact, the development of methodological bases in creation of clusters enables the increase of competitiveness of this region and allows to translate a new approach to the near development strategy including for regional economy.

Taking into account the magnitude of projects on providing of international transportation through Transcarpathian area as well as strategic programs of frontier countries and foremost Romania, China and Hungary - there is a necessity for formation of the international transport-logistic cluster that can be formed exactly on the basis of existing enterprises of Chop-Zagon traffic center (i.e. Ukrainian and Hungarian ones).

By using of relevant experience of Transcarpathian area which was described in this theses we suggest to develop the special "Program on creation of transport-logistic centers on territory of the Black Sea region in Ukraine". To our opinion, the main goal of this program is to define prospects and to design transport-logistic centers for their further development on the territory of the said region; improvement of technology of international transportations in accordance with principles of logistic cargo transport systems with further involvement into it of local authorities, regional agencies and attracting of investments and economic development of these territories with a further establishment of trans-border cooperation.

Program recommended by us contains the model of formation of transport-logistic centers in Ukraine with functions of complex of transport services provided on both marine and land borders of Ukraine.

According to our calculations, the functioning of such centers in the Black Sea region of Ukraine will enable to reduce the delivery time by 20% as well as to reduce the overall freight costs, to reduce the warehousing costs by 30% and to reduce the average time for processing supporting documents by 50%.

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