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The development of cluster type network structures as one of the preferential course of the governmental policy of Ukraine

Abstract: There has been considered the essence of network structures and their place in the system of categories of the national economy's theory and also the conceptual principles of a formation of competitive advantages of network structures of a cluster type. It is proved that the creation of network structures in Ukraine is an important component of structural policy of the state, in parts of support of such elements that provide the formation of a rational structure of the national economy. The objectives and the nature of structural transformations in the economy of the country have been justified by forming network structures of a cluster type, based on the experience of countries-leaders of the development of clusters and the implementation of appropriate state structural policy.

Keywords: globalization, institutions, network structures, cluster, state structural policy.

The search of new ways of resistant antirecessionary development of small enterprises, sources of supply of the effectiveness of their activity is accompanied by a complication of the external environment and conditions of managing the business, a lack of dynamics of the main structural shifts of the national economy at sectoral and regional levels, rapid trends of the development of informative and communicative technologies, a transformation of a model of consumers' behavior, an increased competition from the side of large enterprises. In this regard, the practice of the entrepreneurship is often surpassed the development of a theory, and innovative managerial solutions and tools of a state regulation are beyond the established paradigms, which results in the development of modern concepts of the formation of competitive advantages of business network structures formed on the

basis of a cluster approach, the implementation of which would contribute to the competitiveness, their integration in the world economy, and the optimization of organizational forms of small businesses within the country and at the regional level from the other hand.

The problematics, which was mentioned, is especially relevant in the conditions of strengthening the crisis tendencies in the economy of Ukraine caused by an external Russian aggression and systemic deformations accumulated during the transformation period. The fundamental changes being happened in the theory and the practice of the management of the national economy and also the development of a highly developed wealthy society integrated into the European community, are impossible without a deep theoretical understanding of general trends of a modern worldly economic development, an identifying of the specific features of the evolution of the national economy, opportunities and limitations in using the experience of successful countries, a choice and an realization of alternatives of their development.

The processes of the integration result in, on the one hand, the deeping of a specialization of economic entities of all sizes, and on the other hand – the interlacing of different types in different integrated groups, which are called “network structures”, and which have recently gained a popularity and have become new growth points. In the context of a globalization, the traditional division of the economy into sectors or industries has lost its relevance. On first place the systems of interactions between firms and organizations have come. The era of network economy has come, thanks to which the enterprises combine into clusters of technology, and also large, medium and small industrial structures.

In a scientific literature the concept of a network structure presents a fairly narrow range of definitions, where they are considered from the positions of different scientific ways. Depending on purposes and ways of a research, the definitions of the network structure differ both in the terminology used and the highlighted accents. Despite the numerous studies of various forms and functions of network structures, the unity in the definition of this concept among scholars and practitioners is absent.

In accordance with this, the researches acquire a special actuality, which are related to the disclosure of the nature of network structures. This is due primarily to the need of a holding of an active government structural policy for the development of the national and international business on a territory of Ukraine. In modern

conditions, characterized by a complication of both commercial activities and quick changes of the business environment, network principles have become widespread in a practice of a state regulation and are increasingly used by companies, according to the system of a corporate management and in a public partnerships organizational building of companies.

In network structures a hierarchical principle of a social organization gives way to another principle – the network one. The concept of the networking by definition of scientists is one of the leading themes in the theory of global and national management. It started using new methods of strategic management, the main content of which is to organize the activity of the group of companies through the formation of a network (with their nodes, connections, areas of intersection, etc.) to achieve shared goals by partners in conditions of a high turnover of the external environmental factors [1, p. 80].

The justification of theoretical components of the concept "network structure" requires a determination of the characteristic features of this species of associations from the point of scientific insight of various scholars in this field. In the new institutional theory the networks are considered as a special "horizontal" organization of a structure which is an alternative to markets and hierarchies. This approach is typical for the Western studies of organizational structures. The more vertical connections in the organization, the more hierarchical and formal it is. The more horizontal connections, the more flexible and adaptive the organization is [2, p. 22].

The question of the nature and the mechanism of a formation of network structures is not solved enough. The concept of the "network structure" in scientific works of many scientists is used as a synonymous one for the terms "holding", "corporation", "concern", "conglomerate", "cluster", "integrated corporate structure" [3, p. 57]. But in corporations, holdings, concerns, consortia, etc. the primary role is played by the property relations. The network structure is "a set of interrelated nodes, a specific content, each of which depends on the character of the particular network structure" - this definition of the network is given by M. Castells [4, p. 88]. The networks are the open structures, they can expand at the cost of nodes that use the same communication codes. Such codes are the production tasks, the values and so on. "Companies, firms and, increasingly, other organizations and institutions unite in the network of a different configuration, the structure of which marks a departure from the traditional differences between large corporations and small business, spanning

the sectors and economic groups organized according to a geographical basis", the author says [4, p. 16]. The basis of the management's mechanism of the organization, built on the network approach, is the principle of coordination but not the hierarchical one.

In general, the network approach is widespread in the international economic practice of the last decades because it implements the concept of interaction, which relies on a number of the key features, which are inherent in a modern enterprise [5, p. 388].

There is an opinion that all modern global and national economy is a system of the network structures, as the interaction in the tourism, commercial, franchising, financial, logistical, information networks can be not only local but also regional, interregional, national, global ones. The most important feature of the network structure recognizes an increased level of relationship and confidence in the implementation of the agreements. In the network groups a special system of control is being built, which is characterized by horizontal links with partners and a kind of a coordination's mechanism, as the network structure is often a combination or an interaction of intellectual resources, aimed at achieving the overlapping goals of the participants. An important feature of some network structures is a virtual character of the association by its form. The lack of a rigid legal form does not allow state governments to apply traditional formal methods of the influence on such network groups. An advantage for strengthening the innovative component in the network structures are the features of their operation: a departure from the strict control that is typical for holdings and similar structures, and the transition to the flexible network structures that have an ability to increase the activity of the authors of innovative ideas, the adaptability and the susceptibility of the subjects, which implement innovative ideas, the reactivity of subjects and provide financial and other resources of the process. This flexible network structure provides an effective transformation of inventions into innovations, and innovations into competitive advantages. The competitive advantages of participants of the network structures lie in the implementation of an internal specialization and standardization, a reducing of the cost of transactions, a minimization of the cost on the implementation of the innovations. The network structures support the competitive character of the dynamics of the development of the national economy and, therefore, the progress in

the development of the network structures is a major factor of its development [6, p. 39].

In general, from the side of the state, they are paid a particular attention, but not enough to make them more meaningful. Despite the fact that under the current legislation the employers in Ukraine have the right to combine their scientific and technical, industrial, commercial and other types of activities on voluntary principles, if it does not contradict the current antimonopoly legislation, there remains a relevant question of the implementation of a positive experience of the network structures in the national property of Ukraine. In general, the development of the network structures is happening unevenly, chaotically and controversially, they are not paid enough attention by the government organs: the support programs are declarative, there is no coordination between the central and local governments, the financial aid is weak, and etc. The process of the formation of the network structures, the expansion of their presence in the Ukrainian economy at the cost of the improvement of forms and types of their organization requires further study. Summarizing, it can be identified that the network structure are the sources and factors of an economic growth. All this requires a search for new forms and approaches to the state regulation of processes of the formation of the network structures on the national, regional and local levels.

The organizational principles of the network structures depend not only on the set goals but also on available resources. The main principle of the network's creation is the reliability of the environment that occurs in a process of the unification of forces. The second principle of the network structures is their decentralization and low hierarchy. Today, with the help of the development of the information technologies, the network structure can remain flexible and capable of a quick adaptation, as well as being coordinated and controlled. The third principle is the observance of the same rules and norms of behavior, i.e. a high degree of a confidence, the presence of the identical or similar ethical imperatives.

In general, the theoretical generalizations allow to define that the concept of the active state policy concerning social and economic optimization of the national economy can be based on the formation of "the network structures of a cluster type", which, in our opinion, are highly integrated, focused, flexible, and strategically agile and innovative points of growth, in which groups of businesses unite with a purpose of the efficient use of the resources, the implementing a multiplicative effect on

adjacent to them areas, the joint realization of the innovative projects, the creating of resistant competitive advantages.

The network structure of the cluster type is derived from the clustering of the companies and has in its arsenal, as the cluster, a variety of tools of assistance and support of the entrepreneurial activity both at the level of each participant and the level of the joint activity. It is important to keep in mind that the formation and its functioning, as well as the cluster, is always associated with the emergence and the manifestation of the synergistic effect, which provides a quantitative and qualitative growth of many components of the social and economic development. The network structure of the cluster is not just an amount of the interrelated enterprises, this is the network interaction of all its elements and processes. As a rule, the spatial one is not attached to any urbanized region, it has wider borders, perhaps, covering the entire region or the country [7].

The social and economic development of Ukraine is impossible to provide without a stable and efficient existence of the network structures, and the formation of these structures, their development due to the use of various forms and methods of the state regulation. The state must encourage the creation of the network structures of the cluster type, because their expansion contributes the formation of the competitive advantages, the increase of the competitiveness of the national economy as a whole. In addition, the network structures in general are the only way of preservation the small enterprises in the national economy in conditions of the globalization and the increasing international competition.

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