

FEATURES OF CLUSTER FUNCTIONING IN THE TRANSPORT AREA

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In the context of integration and globalization, modern organizational entities, such as: science and technology parks, technopolis, innovation and science and technology centers, business incubators, clusters, play a key role in solving the problems of increasing the competitiveness of the national economy. Indeed, economic globalization significantly weakens national barriers, facilitating business unification and, under these conditions, regional and spatial systems are major economic agents both domestically and globally [1].

A transport cluster is an informal integration of economic entities in the transport industry, characterized by a common strategic orientation of activities, which complement each other and enhance the competitive advantages of individual companies, the cluster and the region as a whole.

The purpose of creating a transport cluster is to increase the turnover and passenger traffic of the region's transport infrastructure and to increase its competitiveness.

However, the members of the transport cluster can be:

- enterprises and organizations specializing in cargo and passenger transportation;
- enterprises and organizations that supply products or provide services to specialized enterprises;
- enterprises and organizations serving the public sector, including transport, energy, engineering, nature conservation and information and telecommunications infrastructure;
- organization of market infrastructure (audit, consulting, credit and financial, insurance and leasing services, logistics);
- organization of innovation and support infrastructure for small and medium-sized enterprises: business incubators, technoparks, industrial parks, venture funds, technology transfer centers, design development centers, energy conservation centers, subcontracting support centers (subcontracts), etc. (fig. 1).

The economic effect of creating a transport cluster is due [2]:

- balanced redistribution of cargo flows and passenger flows for the purpose of proportional development of transport and production complexes;
- improving the quality of services provided, reducing the transport component of the cost of products and services;
- creation of additional jobs in the transport system and related industries;
- improvement of transport safety indicators;
- increasing accessibility of transport services to the population;
- reducing the cost of product modernization by outsourcing part of the work to partners specializing in specific activities;
- production cooperation that allows effective use of the combined potential of network partners;

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- increasing the efficiency of the process of ensuring the production of raw materials, parts, structures based on the establishment of long-term partnerships;
- increase of efficiency of performance of separate administrative functions at the expense of division of labor, specialization, involvement of specialized organizations;

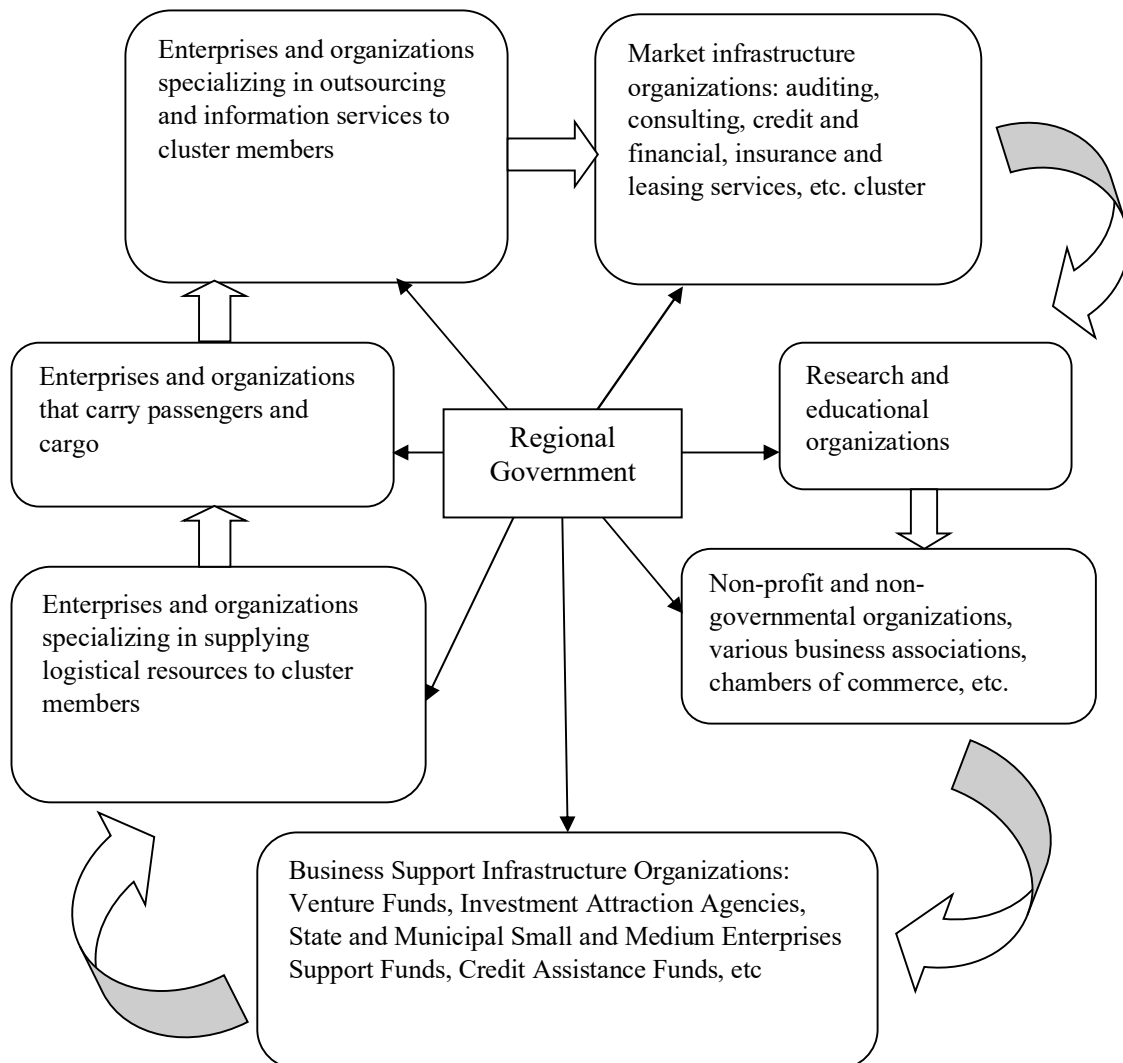


Fig. 1 – Transport cluster model

- increase of efficiency of works in the field of sales and service, acquisition of necessary resources;
- increasing the reliability of network partners in investment and financial cooperation.

The transport cluster has a complex impact on the socio-economic development of the region, both at the macro level and in relation to individual members of the transport cluster, and it actually determines the use of transport infrastructure.

Transport, as one of the leading elements of the production infrastructure, on the one hand, provides mobility of goods and resources, on the other– facilitates the accessibility of territories, thereby allowing the free movement of goods, resources and population. In turn, regional socio-economic development is a major driver of demand for passenger and cargo services [2].

Clustering in the supply chain means the participation of two or more autonomous companies, which together make plans and carry out activities in the supply chain. Collaboration and clustering of firms in the supply chain brings companies the possibility to

share risks, access to complementary resources, reductions in transaction costs, an increase of productivity and profits, performance and competitive advantage over time [3].

Changing production structure, increasing internationalization of commercial activities affect the nature of the use of transport infrastructure and the development of the transport cluster as a whole.

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