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CLUSTERS AS A NEW FORM OF COMPETITIVE RELATIONS IN THE AGROINDUSTRIAL COMPLEX

For a better understanding of clusters, as a final result, consider the process of their formation and development in Fig.1 depicts the process of formation and development of the cluster.

The task of each cluster is to create business relations, which is based on the desire to satisfy the consumer's best needs for the products delivered by the cluster. That is, we have separate companies that combine business relationships in the value added

chain, based on pragmatic commercial interests, competition and looking for all possible ways to minimize costs.

One of the characteristics of the cluster is the emergence of positive effects that provide comparative advantages for this form of organization. First, there is the effect of the scale of production, one firm creates, the so-called "core of innovation activity". Secondly, there is an effect of coverage, in this case it arises in the presence of a factor of production, which allows simultaneously to receive several types of one product.

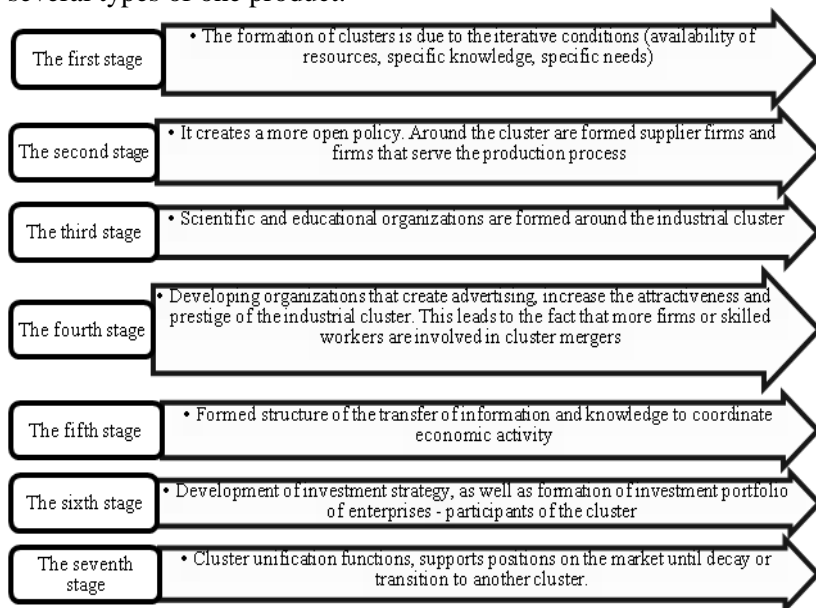


Fig. 1. Scheme of formation and development cluster
Source: developed based on [1, p.5]

The coverage effect is greatly enhanced by merging firms into a cluster, and then it is possible to freely use and dispose of such a multifunctional factor in various types of companies with minimal transaction costs associated with its transfer. As a result, cluster enterprises gain additional competitive advantages and opportunities on the market. Thus, a cluster, as an economic category, is a network located on the territory of the settlement or in the vicinity of its interconnected enterprises and organizations that complement and enhance each other's competitive advantages.

As the world practice shows, clusters appear naturally where there are prerequisites for this in the form of production links, that is, it is necessary to focus on existing connections. In my opinion, and in our agriculture there are all elements for creating clusters. There are plenty of land resources with sufficiently high returns, we have research bases and institutions, an opportunity to organize joint sales networks and equipment provision.

Table 1

Advantages and disadvantages of functioning of cluster associations

Positive impact	Negative impact
1. Impact on change of productivity of enterprises:	
<ul style="list-style-type: none"> • single space is created that facilitates the exchange of information, the formation of a common strategy; • enterprises provide mutual support of resources; • cluster associations operate on the basis of specialization and cooperation; • control over the use of attracted investments; • cost of resources decreases as a result of joint procurement; • quality and product range are expanding; • common marketing policy is implemented; • there is a possibility of flexible transfer of resources 	<ul style="list-style-type: none"> • in models of cluster associations where the core is a large or strategic enterprise in the region, there is a risk of a lack of capital by small enterprises; • participants are limited by the general policy of the cluster
2. Impact on the rate of investment and innovation development:	
<ul style="list-style-type: none"> • new technologies are being implemented at an accelerated pace; • due to the interaction of the cluster association members, the exchange of knowledge about innovative methods is facilitated; • experiment price is lower, access to export is simpler; • the process of attraction and distribution of investment funds is facilitated 	<ul style="list-style-type: none"> • as a result of large-scale infrastructure in the cluster association, the possibility of confidential information increases
3. Impact on the creation of new enterprises:	
<ul style="list-style-type: none"> • enterprises actively engage in investment activities, which leads to the emergence of new enterprises; • favorable conditions for the functioning of enterprises and companies 	<ul style="list-style-type: none"> • there is a possibility for the participants to lose their independence due to the subordination of smaller companies to large companies that are the core of the cluster;

serving the main production enterprises; ● the capital goes to those industries that can use it more productively	● as a result of the merger of enterprises for a long-term, there is a danger of monopolization
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Source: developed based on [2, p. 4-8]

Consequently, cluster integration has a number of advantages, including: ensuring a combination of competition with co-operation, creating a flexible specialization, continually improving the quality of agricultural products and increasing its production through specialization and efficient division of labor; efficient use of local natural resources (land resources); presence of synergistic effect; the possibility of attracting investment and capital. Therefore, clusters in the agricultural sector open up perspectives in terms of structural transformations, and can play a decisive role in achieving a state of sustainable development and competitive advantages of both agricultural industries and regions.

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МІСЦЕ РИНКУ ОЛІЙНИХ КУЛЬТУР В УКРАЇНІ

Вирощування олійних культур, є важливою частиною стратегії економічного розвитку України. В останнє десятиліття спостерігається стійка тенденція до розширення посівних площ олійних культур в сільськогосподарських підприємствах через їх зростаючу корисність в порівнянні з іншими культурами.