

# ORGANIZATION OF CLUSTER ACTIVITIES FOR THE PRODUCTION RESOURCES MANAGEMENT IMPROVEMENT

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The article is devoted to the study of features of the clusters' formation to ensure economic processes. In order to increase the efficiency of the cluster activity organization, it is expedient to optimize the processes of resource potential creation, the formation of the production resources management system. The formation of a production resources management system for the cluster involves identifying and managing the resource potential of cluster participants, strategic capabilities. This gives an opportunity to increase the cluster competitiveness and establish the production reserves of development. The formation of this system depends on the creation of resource strategies, justification of the permissible levels of risk for the use of resources, taking into account the maximum possible profit. In the article, an informational model of the process of providing and organizing the cluster activity in the context of the production resources management system is proposed.

Stages of the process of providing development and cluster's activity organization at the macro level and meso level: formation of scientific and methodological foundations, the system-forming basis of cluster development; creation of production resources management system; formation and improvement of the cluster development structure. An important aspect is the definition of research tools, indicators, criteria, and approaches to assessing resource support.

In the article, the task for the formation of resource strategies is highlighted. The advantage of cluster model is a unique opportunity to accelerate innovation at all hierarchical levels, attract investment, develop new technologies and new products, enhance the competitiveness of the territories, and increase the expansion of opportunities on international markets. The list of priority tasks for the development of clusters is outlined.