

THE FUNCTIONING OF THE CLUSTER ASSOCIATIONS AS A MEANS TO ENSURE THE COMPETITIVENESS OF FARMS

Petrova N.O.

Degree Seeking Applicant of Department of Management in the Areas of Agriculture,
Assistant Lecturer of Agribusiness Legal Support Department
Sumy National Agrarian University

This article is devoted to current issues of cluster formation and operation of associations as a means of ensuring the competitiveness of agricultural enterprises. The features and prospects of existing formal and informal relations and prospects of their transformation into the cluster association areas of agriculture are studied, discovered and built a conceptual schematic model of institutional relations of participants in agribusiness cluster that allows participants to build cooperation algorithm of agribusiness cluster on mutually beneficial terms. Studied the world experience of creating clusters. Based on the example of formed cluster "Agrotehnika" in the Kharkiv region, it is found that geographical proximity of cluster participants may not be the determining factor in it shaping. Proven mutual benefit of

organizations, which make up the cluster. Overall, the association of areas in clusters AIC serves as introduction of modern technologies; import substitution; job creation; improve the technical level of higher education; exchange and implementation of innovation in agribusiness; improving interaction with authorities to develop effective policies to support domestic agricultural producers formation and, in particular, the competitiveness of agricultural enterprises. However, the development and formation of cluster organizations should take into account the peculiarity of the environment in which a set of negative factors influencing the formation of the cluster, the nature, the density of formal and informal relationships between the parties, the degree of importance of integration for each participant cluster.