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DIRECTIONS FOR OPTIMIZATION INNOVATION AND TECHNOLOGY CLUSTER

The formation of economic clusters is an important objective and the agreed process that contributes to the improvement of organizational and production structure of the economy and improve dynamics. This is a precondition of national competitive advantage through optimized use of the economic potential of society. Therefore, the definition of the efficiency of cluster systems is an important factor.

Research areas of optimization of technological innovation and clusters make the following conclusions. Firstly, the formation and development of cluster structures leads to the integral advantages, namely increasing the competitiveness of the economy, intensification of innovative processes and real mechanisms for reconciling the interests of government, business, science and education to the development strategy at both the cluster members and regional level and country.

Second, consistent steps towards maximizing these benefits is to build a network of business innovation structures at different levels: first level - a consulting and information centers (business) and technology transfer centers, or centers of technology transfer; other - business incubators that work with actually existing projects in stages of a pilot industrial designs, utility models and provide additional services to firms, third level - Technology Park, which provides conditions for research work with small and medium innovation and innovation-active businesses, provide services under the project out in the market environment. The fourth level - to build technological areas (edges), which creates an environment for the development of breakthrough technologies, information consulting, engineering activity, there is the university or holding a university where the research centers of large enterprises. This area will become the center for innovation development and capitalization of income.

Thirdly, in Ukraine the most promising from this perspective is the major industrial regions where the possible structural changes in the direction of the 5th and 6th class of technology. These regions by the criterion of total expenditure on areas of innovation include: the Donetsk region, Kyiv, Kharkiv, Dnepropetrovsk, Lugansk region.

Fourth, the effectiveness of the cluster shows that these associations influence not only on individual enterprises but also on the regional economy, as a whole. They form the basis for attracting foreign investment, small and medium businesses, training a wide range of businesses, increase flexibility and mobility of companies, a broad range of network structures. Clusters are simultaneously as a forum in which ongoing dialogue between business, government and academia on how to implement competitive advantages within the city, county, region, country and even at the supranational level.

Fifth, efficient development of high-tech clusters in Ukraine requires improving the institutional foundations of their creation and functioning. Under the existence of a contradiction between theory and practice of clustering market-developed countries and Ukrainian realities of

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transformation of economy, development of effective national cluster systems requires adaptation of Western technology and scientific basis of domestic institutional mechanism to ensure the rational management support and motivational factors cluster interaction of business entities.

Radical changes in technology and technology, mobilization of technical, organizational, economic and social factors create preconditions for significant productivity improvements. Within the cluster there is a possibility of introducing modern techniques and technologies of broad use in the production of advanced forms of scientific organization of labor, increasing production culture, strengthening discipline and order, stability, labor groups, which directly affects the efficiency of human capital.