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**TÍTULO:** Agrupación de la economía nacional en el marco del mecanismo económico mundial.

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**RESUMEN:** Un componente importante de la política económica de cada estado es el desarrollo de una estructura y características únicas y apropiadas de sus políticas de competitividad de la economía nacional en el sistema de comercio internacional y relaciones económicas, cuyos indicadores absolutos, relativos, estructurales y de correlación pueden ser considerados como indicadores de la posición competitiva de un solo país, o de grupos de países económicamente estrechamente relacionados (por ejemplo, la Unión Europea, AFTA, Mercosur y otros). El concepto de competitividad de la economía nacional es un concepto multifacético y para su aplicación práctica, diferentes grupos de investigadores y analistas ofrecen diversas técnicas. El artículo profundiza en estos aspectos.

**PALABRAS CLAVES:** agrupamiento, política de agrupamiento, economía nacional, economía mundial.

**TITLE:** National economy clustering within the framework of the world economic mechanism.

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**ABSTRACT:** An important component of the economic policy of each state is the development of a unique and appropriate structure and characteristics of its national economy competitiveness policies in the system of international trade and economic relations, the absolute, relative, structural and correlation indicators of which can be considered as indicators of the competitive position of a single country, as well as of groups of economically closely related countries (for example, the European Union, AFTA, Mercosur, and others). The concept of competitiveness of the national economy is a multifaceted concept and for its practical application, different groups of researchers and analysts offer various techniques. The article deepens on these aspects.

**KEY WORDS:** clustering, cluster policy, national economy, world economy.

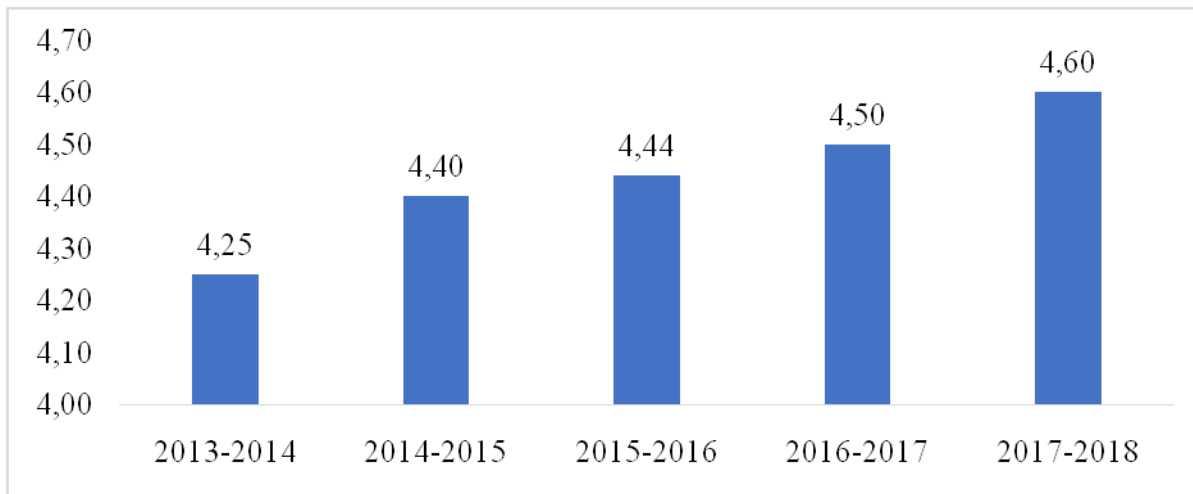
**INTRODUCTION.**

A.V. Chernov (2018) indicates that one of the methods used to assess the competitiveness of the national economy is the annually published report of the World Economic Forum (WEF), which contains a description of the positions of different countries in terms of the indicator, i.e. Global Competitiveness Index.

It is compiled on the basis of the collection and/or calculation of 113 variables allowing ranking the national economies of the world. This indicator is based on a grouping of all considered factors into 12 benchmarks that form the competitiveness of each national economy:

- Macroeconomic stability.
- Technological development.
- National market capacity.
- Goods and services market efficiency.
- Development of financial markets.
- Quality of institutions.
- Infrastructure.
- Competitiveness of corporate entities.
- Health and primary education.
- Higher education and professional training.
- Labor market efficiency.
- Innovative potential (Chernov, 2018).

Despite the positive dynamics of the indicator in relation to Russia (Figure 1), WEF experts indicate that in the presence of competitive advantages such as a high educational level of the population and positive changes in the system of state regulation of the corporate sector, the limiting factors for the Russian economy are low efficiency of the state apparatus, underdevelopment of the financial segment in the economy, etc.



**Figure 1.** The dynamics of the global competitiveness index of Russia in 2013-2018 (according to the WEF). **Source:** Higher School of Economics (2017).

## **DEVELOPMENT.**

According to A.V. Chernov (2018), who conducted a comparative analysis of the increasingly interpenetrating national economies of Russia and China, the increased competitiveness of the Russian economy can be ensured through technological updating of manufacturing industries and orientation of existing and emerging economic clusters towards the cooperation with foreign industrial complexes and governments.

A.G. Turalina, when analyzing the vectors activating the innovation policy of Russia, takes the annual Global Innovation Index rating as the basis for research. This rating is compiled since 2007 by the World Intellectual Property Organization, INSEAD Business School (France) and Cornell University (USA) on the basis of 81 innovative development indicators for 127 countries (in 2018 - 80 indicators for 126 countries). GII indicators are grouped into 7 areas, including:

- Institutions.
- Business development.
- Market development.

- Development of technology and knowledge economy.
- Infrastructure.
- Human capital.
- Development of creative activity (Chernov, 2018).

Based on the data presented, A.G. Turalina (2018) reveals the main reserves of growth in the efficiency of the Russian economy:

- Development of high-tech industries.
- Increasing investment attractiveness and media information openness of Russia, including in order to activate sources of foreign investment in the domestic economy.
- Bringing the legislative framework for state regulation of business and G2B interaction schemes in line with modern challenges of internal and external origin aimed at improving the competitiveness of Russian business entities in international markets.

The country's reliance on certain existing or emerging economic clusters comes either from the historically established focus of the national economy (for example, for the USA and Russia it is the arms market; for Saudi Arabia, the United Arab Emirates, Russia, Nigeria - the energy market; for Japan and Germany - the automotive and high-tech products market; for France and Italy - the market of branded personal goods; for France, Spain, Thailand, and Egypt - the market of inbound tourism services; etc.), or from the positioning of countries on the world market based on the current tendency to change needs and agreements reached with other countries and international organizations (for example, for Singapore these are engineering, instrumentation, financial services; for Luxembourg - banking services, etc.).

The beginning of the 21st century was marked by another transformation of the shift and scatter of centers of economic growth and innovation activity. I.O. Abramova (2011), when analyzing the trends in the changing role in the world economic process of developing countries and countries of the BRICS group, comes to a number of conclusions, including:

- 1) The emergence of new centers of economic power (China, India, and Brazil), which will combine breakthroughs in individual areas of product specialization with lagging indicators of social development (living standards of the bulk of the country's population) in comparison with leading countries.
- 2) The increasing role of developing countries' capital in world markets (for example, the Indian company ArcelorMittal's first place in the world in steel production due to the absorption, in 2006, of a metallurgical company from the list of 500 largest companies in the world) in certain areas of production activity, as well as counteracting the desire of the OECD countries to maintain their position in world production and in world markets, including with the help of institutional instruments, and sometimes with the use of direct diplomatic and/or armed interference.
- 3) The continued expansion of economic decisions of the most economically developed countries in relation to developing countries (in Latin America, Asia, and Africa) led, on the one hand, to the intensification of industrialization or "service"/"softization" of dependent economies, which accelerated their economic growth, and on the other hand, led to an even greater separation of the leading countries from developing countries in most socio-cultural and financial-economic indicators.

When analyzing countries with economies with a relatively small capitalization (a small territory, a low population and/or a small level of accumulated/formed economic potential), it can be noted that the financial basis of cluster specialization, that is, the orientation of the entire national economy or a large number of its residents for the production of certain types of commodity items and/or the

provision of a specific list of services may be internal resources of the national economy (state funds budget allocated in the framework of national investment programs; funds of citizens (the most affluent segments of the population, oligarchy); financial resources of organizations involved in the process of creating/designing a target economic cluster), as well as external sources (TNCs' funds present on the local market; funds of international financial and financial investment organizations; financial resources of the governments of other countries that are members of the same economic, political, or complex bloc as a country with cluster economy). In this case, the main direction in finding resource support for the cluster program is external sources due to the small economic potential of the country itself.

Larger economies in terms of population/territory/accumulated economic potential, as a rule, are less able to focus on external financing sources for targeted cluster programs (including due to the lack of free multifinancial capital on world markets that would be appropriate for modernization or technical re-equipment of such countries as, for example, China or the USA); therefore, the national financial reserves should become the main source for such economies and material resources. In the case of China and Russia, the anti-propaganda of the existing political regimes of these countries in the media in OECD countries and closely related international financial organizations (IMF, IBRD and others) also serves as a limiting factor.

To date, almost all countries of the world (with the exception, to a large extent, of North Korea) are included in the global economic process and are dependent on each other. This dependence is manifested at almost all levels of economic processes: from programs to solve global problems (for example, the problem of changing the Earth's climate) and the implementation of joint international projects (for example, space exploration programs) to the formation of logistics networks for import-export movement of certain types of resource support for functioning industrial complexes in national economies, globalization of the financial market at the level of its tools and trade sites

and purchases and other cash expenses by citizens of one country in the territory of another one. The system of economic relations formed at the level of the world economy was called the world economic architecture, which is a combination of economic relations within the world economy with the selection of centers of management, control, production and consumption of economic goods (Drynochkina, 2009).

When formulating and developing their own cluster policies, economically large countries need to analyze:

- Existing competitive advantages of domestic production facilities in world markets.
- The level of actual and required domestic consumption in the country.
- Material, personnel and scientific base for the technological development of each created economic cluster.

The analysis of internal competitive advantages (incorporated into the national economy) consists in assessing the level of costs associated with the production of each type of product compared with similar industries established in other countries. At the same time, for example, in relation to the production of certain types of agricultural products, an important role is played by the climatic conditions, which objectively create a specialization in the production of certain types of food (Italy, Greece - olives; Russia, Ukraine, Kazakhstan, the USA, Canada - cereals; Norway, Great Britain, Japan, Russia - seafood, etc.).

The factors of the formation of the cluster specialization of the country can also be the availability of land that is available for conducting core activities; the territorial distance from each other of the material sources of the operation of the target economic cluster (mineral, water, energy and renewable energy sources, etc.); and a comparison of these parameters with other countries (actual or potential competitors for the designated product).



The modern world, increasingly involved in the processes of globalization and informatization, gives rise to such a phenomenon as “consumer society”. As A.A. Stoyan shows in his research, on the one hand, the logic of consumption creates a general course of expenditures and acquisitions of an individual who considers himself free to choose and in need of certain propagandized goods and services as means of social difference from other individuals (to achieve a state of happiness), and on the other hand, the average consumer/average person becomes the object of influence of the information-ideological data stream, the purpose of which is to create a system of pseudo-individual needs that an individual tries to satisfy by any efforts. As a result, according to A.A. Stoyan (2017), the individual falls into a closed system based on a desire for happiness through the satisfaction of imposed needs.

The influence of the phenomenon of “consumer society” on the clustering of the national economy is twofold. Within the national economy, an aggregate public request is being formed for a complex of tangible and intangible goods, which the company wants to acquire and which corresponds to aggregate solvent demand, which is directly dependent on the income level of different population groups and the access to/underuse of credit resources (consumer loans, private loans, sponsorship help including an intra-family one). This request does not always correspond to the mass of goods and services, that if rationally distributed, would provide the greatest positive effect for the development of labor potential in society (according to the model of achieving maximum efficiency of V. Pareto or the alternative utility model of H. Gossen) since the source of the aggregate request is the need of individuals driven by the laws of marketing and the goal-setting of commercial activities of producers, and not the result of any kind of nationwide economic optimization model. The arising difference between the effective and actually formed request for commodities forms the lost profit for the national economy as a whole.

A country can get the opposite positive effect if it can organize a production process aimed at meeting the needs of resident individuals of another country/national economy since, in this case, it will form an economic cluster, the profit of which will be derived from consumers on a global scale, as well as the national economy will gain a competitive advantage by reducing the investment opportunities of countries of residence of individuals with temporal marketing needs that a competing national economy cannot satisfy for one reason or another.

The third important factor in building the national cluster program is the assessment of the existing material, labor and scientific potential, the actually unused capacities not involved in the production and management programs of labor resources, the scientific developments that were not brought to practical implementation. Also, it includes the determination of the time costs and costs necessary for all types of resource support based on benchmarking techniques to ensure maximum resource competitiveness.

Successful implementation of cluster initiatives implies the achievement of the following results:

- A steady increase in the growth of the national economy and a more even distribution of benefits from such growth.
- Diversification of the economy through a shift in emphasis from extractive industries.
- An increase in the productivity and efficiency of enterprises (individual participants in the pilot clusters), an increase in the volume of exports and production of high value-added products.
- Growth in domestic investment.
- A strong business community in the non-extractive sectors, focusing on sustainable competitiveness.
- Significant improvement in the quality of the business and investment climate.
- International recognition of a country as a competitive one.

- Optimized foreign economic relations with neighboring countries.

World practice indicates that in the last two decades, the formation of clusters has been quite active. In general, according to experts, to date, clustering covers about 50% of the economies of the leading countries of the world. In the USA, more than half of enterprises operate within the clusters, and the share of GDP produced in them exceeded 60%. In the EU, there are over 2 thousand clusters, in which 38% of its workforce is employed.

The Danish, Finnish, Norwegian, and Swedish industries are fully covered by clustering. Thus, Finland, whose economic policy is based on clustering, has occupied leading positions in the global competitiveness ratings throughout the 2000s. Due to the clusters characterized by high productivity, this country, when having only 0.5% of the world's forest resources, provides 10% of the world export of wood products and 25% of paper. In the telecommunications market, it provides 30% of the global export of mobile communications equipment and 40% of mobile phones. Italy's industrial clusters account for 43% of the number of people employed in the industry and more than 30% of national exports. Cluster structures operate successfully in Germany (chemistry and engineering), in France (food and cosmetics).

The process of cluster formation is actively ongoing in Southeast Asia and China, in particular, in Singapore (in the field of petrochemicals), in Japan (automotive industry) and in other countries. In China, today, there are more than 60 special zone clusters, in which there are about 30 thousand companies with a staff of 3.5 million people and sales of approximately \$ 200 billion per year (Litvinenko et al., 2018).

Improving competitiveness through cluster initiatives is becoming a basic element of development strategies in the vast majority of countries. An analysis of more than 500 cluster initiatives implemented over the past 10 years in 20 countries shows that the high competitiveness of these countries is based on the strong positions of individual clusters - competitiveness locomotives

(Dontsova & Zasko, 2018; Gladkova et al., 2018). Thus, Sweden's competitiveness in the pulp and paper sector extends to high-tech woodworking and papermaking equipment, conveyor lines and some related consumer industries (for example, industrial and consumer packaging). Denmark has developed specific innovative technologies for agribusiness and the food industry. German machine builders and carmakers benefit from the presence of a highly developed production of components for these industries in Germany. In Italy, the following industry combinations have developed: metalworking (cutting tools); fashion (design); leather (shoes); woodworking (furniture).

In the past decade, most clusters specialized in the production of consumer goods were created with the aim of increasing the competitiveness of individual regions and territories (Grigorenko, Klyuchnikov, Gridchina, Litvinenko, & Kolpak, 2016; Verich, 2017). Then, at the turn of the XXI century, industrial clusters of a new generation began to appear, dealing with computer science, design, ecology, logistics, the production of medicines, etc. The innovative orientation of clusters gradually increased, and today it is the most important characteristic that determines the competitiveness of cluster formations. Unlike traditional industrial clusters, innovation clusters are a system of close relationships between not only firms, their suppliers and customers, but also knowledge institutions, among which large research centers and universities, as generators of new knowledge and innovations, provide a high educational level of the region (Gaisina, Bakhtizin, Mikhaylovskaya, Khairullina, & Belonozhko, 2015; Bakhtizin, Evtushenko, Burenina, Gaisina, & Sagitov, 2016; Litvinenko, Solovykh, Smirnova, Kiyanova, & Mironova, 2019).

There is an opportunity to coordinate efforts and financial resources to create a new product and technologies and enter the market with them. In fact, within the framework of the cluster, it becomes possible to build a closed technological chain - from creating a product to its production and launching it on the market. It should be noted one more difference between innovative clusters and traditional industrial clusters, which is determined by the creation within their framework of

predominantly export-oriented products and technologies, i.e. intracluster competitive advantages are significant internationally.

## **CONCLUSIONS.**

The outcome of all these factors and the creation of a comprehensive program for transforming the production orientation of the national economy should be a national cluster program (a program of clustering the national economy). Such a program should combine organizational, technological and managerial flexibility in a changing world, changing the role, scale, and specialization of competing for national economies at the current time and in the future (with the creation of a mechanism for continuous monitoring of these changes in the world). It should strictly abide by the principles that ensure the maximum effect from the fact that national business entities look for the most effective location for applying entrepreneurial initiatives and implementing production programs with direct participatory interaction with specialized government bodies.

Locations created as a result of the implementation of the national economic clustering program are not constant, which is associated with factors such as:

- Forecast for the creation of similar clusters (duplication or multiplication of cluster locations) in competing for national economies.
- The effectiveness of the mechanism for protecting the uniqueness and competitive advantages in the field of international trade, industrial, and economic relations created in order to ensure the uniqueness of each specialized cluster (legal, technological, diplomatic, and other methods).
- Controllability and change of society's request for an aggregate national and global set of goods and services in the framework of the concept of "consumer society", as well as a change in the logistics to meet these needs.

These reasons lead to the fact that the clustering program of the national economy should be developed and managed taking into account the high level of probability and the possible variability of benchmarks, methods, and tools for its implementation to maintain competitive advantages in certain managed market locations (economic niches), the composition and structure of which can and will also constantly change.

Therefore, trends in changing the patterns of the global economy operation dictate the need for each country, in the person of the state and business entities, to form a set of competitive advantages that ensure effective satisfaction of needs formed by residents of the national economy while simultaneously implementing analytical-selective import substitution programs and creating conditions for the effective presence in various locations of the world economic architecture, which is designed to enhance the population's standard of living with programmatically clustered national economy.

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