

## LEVERS OF ACTIVATION OF ECONOMY INNOVATIVE DEVELOPMENT: EXPERIENCE OF EU COUNTRIES AND DOMESTIC REALITIES

*The intensification of innovative economic development is the defining paradigm of modern social processes and is a means of ensuring state competitiveness and improving the quality of life of citizens. The innovative development of the economy of Ukraine requires substantial levers of activation, due to the negative dynamics of the main effective indicators of innovation activity in Ukraine.*

*One of the main levers of intensification of the economy's innovation development is the formation of innovative direction clusters, which is grounded on the basis of experience of EU countries. The paper investigates the European experience of clustering and its adaptation towards accelerating the innovative development of Ukraine's economy. The authors revealed the role of cluster approach in the innovative development of economic entities, the specifics of the European model of cluster development. The study determined that cluster development level is significantly correlated with the ranking of countries by the degree of innovation, although there are some exceptions.*

*It is extremely important for Ukraine to increase the level of innovation activity of business entities, as their indexes of innovation activity significantly worsen during 2011-2017 years. Against the backdrop of European experience in the process of clustering and innovativeness, the development of the domestic cluster direction is at the initial stage, and is determined by us as insufficiently developed. It is possible to radically change the situation only in the presence of State or regional programs that would be motivated by economic actors to create and develop clusters.*

*Dynamics of Ukraine's rating and their interaction were analyzed according to the level of competitiveness, innovative development level and cluster development level. The advantages of using clusters in the regional development dynamic and the main features of innovative clusters are determined. The composition of clusters is considered, the subsystems of which are economic entities, innovative core, institutes of Interaction. The environment, the conditions of operation and the basic functions of innovative clusters in the regional economy are outlined. The scheme of the innovation cluster as a system of interaction in the regional economy was developed.*

**Keywords:** clusterization, cluster, rating, innovation development, innovation activity, cluster composition.

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