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**ОСНОВНІ ХАРАКТЕРИСТИКИ ТА СИНЕРГІЙНИЙ ЕФЕКТ
КЛАСТЕРНИХ СТРУКТУР РЕГІОНУ**

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**ОСНОВНЫЕ ХАРАКТЕРИСТИКИ И СИНЕРГЕТИЧЕСКИЙ ЭФФЕКТ
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**MAIN CHARACTERISTICS AND SYNERGETIC EFFECT
OF CLUSTER STRUCTURES OF THE REGION**

The article, based on the generalization of approaches to the definition of the term "cluster", formulates the main features that characterize them: first, it is the commonality of the scope of the cluster structure, and secondly, the common location of enterprises in a given area. It is also noted that if there are components in the cluster that are engaged in scientific activities, such as scientific, research and educational institutions and organizations, they distribute it to all members of the cluster association.

The article presents the main characteristics of cluster structures: the presence of competitive enterprises, the presence of competitive advantages in the region for cluster development, geographical concentration and proximity, a wide range of participants and the presence of "critical mass", the presence of links and interaction between cluster participants. . It is noted that the first three of them can be considered prerequisites for the creation and formation of clusters.

The article also outlines the main characteristics of domestic clusters and clarifies the following: mainly their sectoral orientation, the practical absence of interregional ties, permanent change in the number, immaturity and mostly a small number of cluster members. The main problems and difficulties in the development and formation of cluster structures are identified and comprehensive measures for their solution are proposed, the essence of which is to unite efforts at three levels: state, regional and at the level of cluster unification.

A distinctive feature of the cluster structure as a set of enterprises and organizations is the emergence of a synergy effect, which should be considered a strategic advantage in comparison with the functioning of individual enterprises.

The study presents the characteristic types of synergies that are inherent in cluster structures (operational, investment, management, innovation, etc.) and presents their content. Calculations of efficiency of activity of the enterprises of cluster and its general efficiency are also offered. The calculation of the general synergistic effect on the basis of the separate types of synergism allocated in article is offered.

Keywords: clusters; cluster structures of the region; characteristics of cluster structures; efficiency of cluster activity; synergetic effect.

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