

**CLUSTERING AS A TOOL
FOR IMPROVING ENTERPRISE PERFORMANCE**

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Systematising researchers' views on the benefits of clustering has made it possible to list and identify the main motivations for enterprises to join clusters (Table 1) [1].

Table 1 – Motivations for Enterprises to Join a Cluster

Advantages of Clusters as Organizational Structures	Motivations for Joining a Cluster (Potential Opportunities for Participating Enterprises)
Effective integration and consolidation of participants	Creation of mutually beneficial partnerships with other members
Achievement of economies of scale and synergies	Improvement of business performance
Attraction of investment through expanded opportunities	Access to additional investment, improvement of investment attractiveness
Flexibility and adaptability of the cluster	Rapid response to external changes, overcoming crisis situations
Integration of science, technology and production	Access to research and development results, their implementation in operations
Accumulation of resources into a unified organic system	Expansion of material, financial and human resource capacity
Effective specialisation of participants	Avoiding dispersion of resources and efforts
Optimising production, logistics, knowledge and resource sharing	Improving productivity and operational efficiency
Mechanisms for effective development of existing potential	Advancing technological processes, optimising supply, production and distribution
Optimising costs and improving product quality	Increasing profitability and competitiveness
Impact on regional development	Enhancing corporate social responsibility
Potential for social impact	Strengthening human capital, access to skilled labour, improving wage levels
Opportunities to address environmental challenges	Adoption of resource-saving technologies and shift to environmentally friendly production
Opportunities for personal development of staff	Improvement of working conditions and training opportunities
Potential for creating new types of business within the cluster	Expansion of business activities and additional revenue streams

Thus, it can be argued that clustering is a complex process that offers significant opportunities for enterprises – especially small and medium-sized enterprises – and other potential participants to improve their performance. Taking advantage of these opportunities allows a company to develop its activities in line with the principles of sustainable development.

References:

1. Хахалєв Д.О. Оцінка забезпеченості сталого розвитку підприємства. *Бізнес Інформ*. 2024. №5. С. 338–344.