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SMART SPECIALIZATION IN COMPARISON WITH CLUSTER DEVELOPMENT OF THE REGION

The concept of smart specialization is quite new in both scientific and practical aspects. In the European Union, it began to be actively used for the development of regions in 2014-2020.

According to the definition of the Ukrainian Institute of International Policy, smart specialization is an approach developed by the European Commission within the framework of the "Innovation Union" initiative. The approach makes it possible to identify those sectors of the economy that have innovative potential and to build a mutually beneficial partnership for their development, allowing the region to strengthen its own competitiveness.

In some scientific literature, one can come across studies in which smart specialization is considered as a continuation of cluster policy [1,3].

The comparison of scientific approaches regarding the categories of smart specialization and innovation cluster is indicated in the table 1.

Table 1

Comparison of definitions of categories of smart specialization and innovation cluster

Source	Smart specialization		Innovation cluster	
	Content	Emphasis on approach	Content	Emphasis on approach
Innovative Ukraine 2020: national report [4]	a new concept of regional development that combines industrial and innovation policies and is designed to promote the	combination of industrial and innovation policy of regional development with the aim of effective use of state investments,	is aimed at the development of innovative infrastructure, and its activities should be carried out based on entrepreneurship	in is important a tool for creating competitive national economy. Integration form organization of production, able to provide fast the rate of development of

	effective and efficient use of public investments by focusing on the region's strengths, which constitute the region's own specialization	focus on specialization of the region		the region's economy, and the process itself clustering is considered as a market mechanism economics of qualitative transformation of economic systems. Based on the connections between cluster members healthy competition is formed, which ensures sustainable development of the regional economy.
State Strategy of regional development for 2021-2027 [5]	Smart specialization is an approach to strategic planning, which involves the reasoned definition within the framework of a regional strategy, of individual goals and objectives for the development of certain types of economic activity that have innovative potential, considering the competitive advantages of the region and contributing to the transformation of economic sectors into more efficient ones	An approach to strategic planning to determine goals for the development of foreign trade with innovative potential	-	-

Source: systematized by the author based on [4,5]

According to Henning M., Moodysson J. and Nilsson M., smart specialization is not the same as cluster policy. In contrast, regional cluster policies tend to resist fundamental change and reorientation and, if promoted and initiated with the support of a central development agency, are likely to even emphasize highly imitative

programs of local and national industrial development. The latter results tend to promote standardization of the knowledge base, wasteful duplication of R&D efforts, and dissipation of potential agglomeration economies at the system level – as multiple simulated local governments compete to attract a small, limited pool of mobile capital, management, and knowledge resources.

Smart specialization, on the other hand, involves discovering what makes the local knowledge base original and to some extent unique [3].

Thus, a commitment to smart specialization strategies can promote a greater diversity of knowledge and expertise within the system, making the entire economy more able to take advantage of individual local agglomeration economies and less vulnerable to both supply and demand shocks arising in global markets.

Literature

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3. Henning M., Moodysson J. and Nilsson M. (2010), Innovation and Regional Transformation: from clusters to new combinations, Region Skane.

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