

УДК 339.944

*Shkoda M., DEc, associate professor*  
*Onofriichuk Y., postgraduate*  
*Kyiv National University of Technologies and Design*

## **KEY PROGRAMS AND PLATFORMS FOR THE DEVELOPMENT OF CLUSTER-BASED ENTERPRISES IN EU COUNTRIES**

The organization of cooperation of clusters can take place in the form of a consortium and has a short-term nature of connections. Regarding the number of cluster participants in each consortium, practice has shown that the most effective is cooperation between 3-5 clusters of the grouping. This size of the consortium facilitates specific actions and cooperation, and also simplifies the achievement of a common understanding to agree on a single international strategy [1].

In addition to the European Commission, in recent years EU member states have been developing a policy for the further development of cluster partnership. Although special cluster partnership support programs for individual countries focus on different priorities and use different tools, they all have the same goals – they seek to meet the support needs of cluster partnership participants and contribute to improving the conditions for sustainable national development.

Accordingly, relevant agencies were created in the EU to support and develop cluster partnership, among which it is worth highlighting:

- The European Cluster Observatory (ECO), which was created in 2007 and was headed by O. Solwell and R. Teigland. In 2012, the Cluster Observatory was separated from the European Cluster Observatory and is now managed by the Center for Strategy and Competitiveness of the Stockholm School of Economics [2];

- European strategic cluster partnership and B2B missions (ESCP), aimed at the internationalization of the cluster partnership;

- European Secretariat for Cluster Analysis (ESCA), which promotes excellence in cluster management in cluster partnership;

- The European Platform for Cluster Cooperation (ECCP), which ensures and facilitates the exchange of knowledge between cluster partners.

More than 1,000 cluster organizations and partnerships from Europe and other countries of the world registered on the platform have the opportunity to compare the results of their activities with others, participate in special events that allow establishing mutually beneficial business relationships with necessary partners and find important points of intersection. According to the executive decision of the European Commission, among the total amount of financial funds in the amount of 397.6 million euros allocated to the COSME program (Program for competitiveness, entrepreneurship and SMEs) in 2018, 5.9 million euros were allocated to "creating an updated ECCP. .. which will become the main online hub for cluster participants in Europe through the merger of the European Observatory for Clusters and the European Knowledge Center for Resource Efficiency" [3].

It should be noted that the ECCP platform is one of the tools of the European COSME program, which aims to increase the competitiveness of SMEs and ensure the priority of internationalization and export. This platform is the only common tool for the collaboration of hundreds of European clusters and their stakeholders and serves to improve this collaboration.

### References

1. Аранчій В., Ганущак-Єфіменко Л., Христенко Л., Шкода М., Гнатенко І., Фастовець Н. Моделювання інтегральної оцінки ефективності менеджменту фінансового стану суб'єктів підприємництва. *Financial and Credit Activity Problems of Theory and Practice*. 2022. 1(42): 259– 270. <https://doi.org/10.55643/fcaptp.1.42.2022.3526> [in Ukrainian].
2. The Cluster Observatory and Cluster Mapping. URL: <http://www.clusterobservatory.eu/csc>.
3. The European Cluster Collaboration Platform. URL: <https://clustercollaboration.eu/eu-cluster-partnerships/escp-4i>.

4. The European Network for Social and Economic Research (ENSR). URL:  
<https://www.ensr.eu>

УДК 339.138

*Kohno V., postgraduate*  
*Shkoda M., DEc, associate professor*  
*Kyiv National University of Technologies and Design*

## **FEATURES OF INTERNET PLATFORMS IN THE INTERNET MARKETING SYSTEM**

In the process of the development of the Internet, a certain structure of Internet platforms has formed, reflecting the specifics and features of the presentation of marketing information [2]. All Internet platforms can be divided into specific groups, each of which meets certain goals of marketing activities: websites (business card site, corporate, online store), blogs, social networks, information portals, search engines, forums, etc..

A theoretical study of the etymology of the general concept of "Internet marketing" and the "4P" complex, allowed the author to conclude that in the element "distribution" one should consider, first of all, Internet platforms on which the process of interaction of the target audience of visitors takes place with information content (platforms). The global digitalization process assumes this element as the basis of modern business for convenient interaction between the seller and the buyer. Analyzing the terminology of foreign and national authors, presented, we can conclude that the presented definitions are inherently ambiguous with some similarity [1].

It was revealed that the Internet platform is most often referred to as an "activity model", "a group of technologies", less often it is meant that it is a "system of algorithmic mutually beneficial relationships", that is, software platforms for integrating financial services with online stores [3]. These definitions narrow the meaning of the concept of "Internet platform", which is a unique platform for communication, so the author proposes the following definition: