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CREATING AN ENVIRONMENT FOR THE DEVELOPMENT OF A REGIONAL CLUSTER OF SOCIAL INNOVATIONS: A MARKETING APPROACH

Today, the cluster approach is one of the most effective models for developing territories. A cluster of social innovations requires the formation of a specific environment that ensures both the sustainable development of the cluster construct itself and the emergence of specific social innovations.

The aim of the research is to determine a set of tools based on the marketing approach for creating a unique environment that ensures the development of a regional cluster of social innovations.

The diagnostic approach allowed us to define the main archetype of social innovation as consumer. Factor analysis allowed us to assess the impact of a set of supply and demand factors on the success of social innovations. Factors of internal and external demand, infrastructure and cultural factors are identified as the main factors of the environment for the development of social innovations. Combining two groups of factors (ensuring the success of social innovations and the success of cluster development) in the absence of their superposition properties allowed us to determine the main tools for creating an environment for the development of a regional cluster of social innovations on the basis of a predictive approach. The specifics of the identified success factors of the regional cluster of social innovations formed the basis for choosing a marketing approach to the formation of the environment.

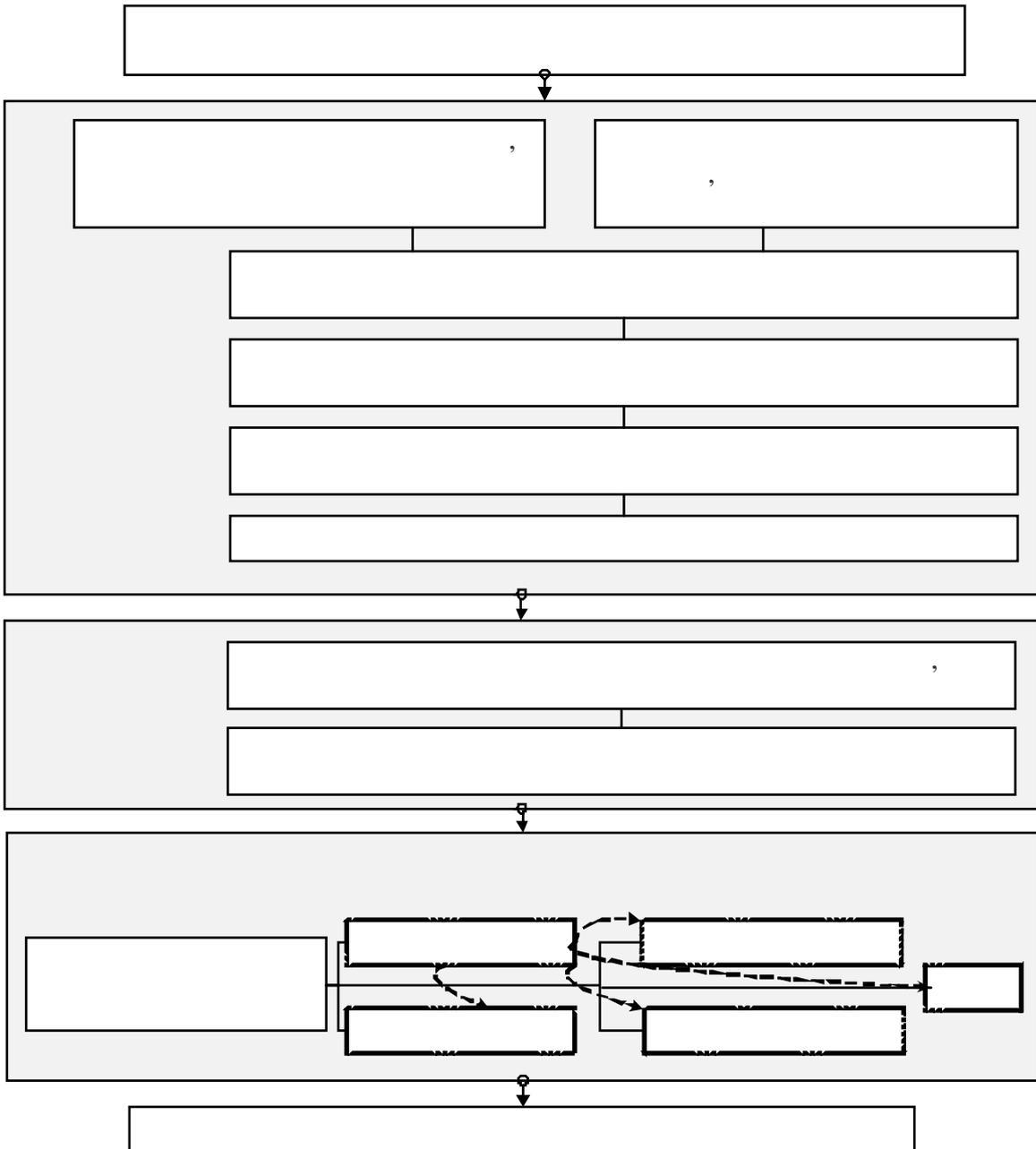
The formed environment of the regional cluster of social innovations should: ensure the growth of interest of all its potential cluster participants; demonstrate the availability of social initiatives; provoke successful innovations; form an effective system of information support for real and potential cluster participants; contribute to the integration of cluster management processes.

Keywords: regional cluster environment, social innovations, marketing approach.

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		5		7,2	9,1
		6	/ -	6,0	6,2
		7	/ -	5,0	8,0
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