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## Innovation as a part of strategic management and enterprise competitiveness of petrochemical cluster

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**ABSTRACT:** In this paper, we have investigated an innovative development of petrochemical cluster in the Republic of Tatarstan, the main trends and factors to improve its competitiveness through innovation were identified. It contains clarification of the notion of strategic management of innovative development of the petrochemical cluster, and the basic management practices that improve the investment and innovation activity of petrochemical industries were considered.

### 1 INTRODUCTION

The role of the petrochemical industry in the economy of Russia and the Republic of Tatarstan is significant. It is one of the branches of specialization of the economic complex of the region, which employs more than 15% of employees in the industry and also makes 1/5 of the total regional industrial production. Petrochemical is one of the strategic priorities of innovative development of the Republic of Tatarstan, and here, there is a high innovative activity of enterprises and growth potential. In this regard, the analysis of the structural and dynamic innovation indicators of petrochemical companies is extremely important due to the fact that on this basis, it identifies the key challenges and choices of alternative solutions and measures to encourage and support the development of enterprises based on the innovation.

In this paper, we present the results of a research—the strategic management system of innovative development of the petrochemical cluster of the Republic of Tatarstan. Currently, petrochemical cluster of the Republic of Tatarstan can be represented as a group of related technological, resource-based, trade, information, and financial flows of enterprises. The core of the petrochemical cluster is formed by enterprises such as JSC “Nizhnekamskneftekhim”, JSC “Kazanorgsintez”,

JSC “Nizhnekamskshina”, and others. Nowadays the institute for innovation and investment development is becoming the important elements

of the petrochemical cluster, as well as small innovative businesses. We are talking about the places such as Technopolis “Himgrad”, Technopark “Idea”, venture capital funds, the fund for promotion of small enterprises in science and technology, and so on.

Unfortunately, the Russian economy has an extremely weak innovative component of the economic growth. Therefore, without studying the reasons for preventing the realization of the potential of innovative development, it is impossible to offer a reasonable and effective innovation policy.

Cluster is a group of competitive enterprises within individual industries, which occupy a leading position in the global market. To function effectively, the cluster must have three basic inter-related elements in his structure:

1. Key companies, i.e. leaders, who export their goods or services outside the Republic;
2. Network of internal republican manufacturers that supply leaders with the raw materials, components, and performing service for them;
3. Business climate, that is the infrastructure, the system of access to quality human resources and capital markets, tax system, administrative barriers, transport infrastructure, and the presence of research institutes and centers.

In the world practice, two main strategies for the formation and development of clusters, which complement each other, are identified:

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