

Cluster organisation resource features of auditing

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Abstract

The most important feature of the cluster management team's professionalism results in the principle of "supplementing the general activity to its fullest". By determining the order of executing functions of cluster's potential participants, they are being divided by their type of activity.

Keywords: environment, impact, coordination, symptoms, reaction, advantage

1 Introduction

Market challenges that impact the cluster's management team (CMT) oblige it to search for strong competitive advantages. Besides, the traditional methods of search are tended towards the explanation of industry differences in terms of profitability. Generally, the task is to define the market factors that influence the profit. However, the existing differences between companies by indicators of activity cannot be explained by the market effects [1].

In this regard, CMT must apply a resourceful approach in the context of cluster organisations, based on which completely different factors are being determined. [2]. Factors characterising CMT's activities are related to them, allowing not only to react to the external changes, but also to outrun them, thus impacting the external environment. Eventually, the methods of determining the competitive advantages based on the fundamental resources and capabilities become the main source of differences between the potential of organisation and profit. Thereby, the resourceful approach appears to be an important supplement to the organisational mission, based on the market positioning, in terms of open systems appearing to be the most powerful means to explain the differences that exist in securing of resources. CMT's role is the most important, when choosing and coordinating the resources.

2 Cluster policy tools in the field of auditing resources

Realisation of CMT's cluster policy in the context of resource research results in monitoring the resource symptoms that allow to track their impact on the external environment. Besides, the competitive advantage is being secured by a timely reaction to the external impacts.

References

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[2] Grant R 2002 *Contemporary Strategy Analysis* 4th ed., Blackwell, Oxford

Understanding the key factors of the external impacts, CMT tracks the possibilities and threats, resulting from the external environment. Moreover, CMT has managerial tools in its possession that allow it to timely react to their external appearance. It is being achieved with special, only CMT-specific, capabilities that allow to gain insight of strengths and weaknesses of resources involved in the cluster. In other words, a stable competitive advantage is being achieved by the defined symptoms, knowing of which allows CMT to influence the external environment by correctly positioning the allocated resources.

3 CMT's programme of actions in adapting the cluster's initiatives

CMT uses the theory of resources in order to define the factors and symptoms allowing to find the connection between the resources and profitability, and value. In this regard, CMT understands the resource as a special way of industrial activity, distinguishing components. Such as equipment, skills, acquired patents, recognised brands, etc. It is being referred to the market attractiveness, where the resources are being invested into. It should be marked that such resources may be unproductive, since their functional role is determined to the realisation of only a part of the end-product.

Resources that have been expressed in the material value characterise the order of functions. Given the unproductive nature, the amount of functions does not give a full insight into functioning of the company, but reflects a certain sequence of types of activity. It is important to add that it is hard to move the productive assets, and they are not subject to forgery, composing the basis for competitive advantage. Therefore, it is required to restore full activity on a full processing level that characterises a steady functioning of the cluster.

- [3] Zybina M 2017 Algorithm for assessing the external environment of medical cluster *16th International conference. Open Learning & Distance Education, January 25-26, ISMA, Riga, Latvia*