

## PEDAGOGY

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### **Cluster model of creation of the research-entrepreneurship type university**

The article considers the mechanism of the realization of educational activities in an innovative conceptual cluster model of creating a research and entrepreneurial university and the results of the analysis of the applicability of conceptual ideas to ensure the establishment and development of a competitive private university that implements this model. It is offered the innovative cluster model of market competition in the form of IMP in education, which is based on an open and long-term engagement of the university with other actors of macro- and micro educational and other industry markets. The analysis of the applicability of the conceptual ideas and ensure the emergence of a competitive economic development of the private university that implements this model.

Key words: resource, competitive potential, competence paradigm cluster mobility in the provision of educational services, cluster network paradigm, educational services in a competitive environment, marketing function of subjects, strategy of competitive regional cluster, mechanism of transformation strategy.

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