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CONCEPTUAL AND EMPIRICAL GROUNDS FOR USING THE CLUSTER APPROACH IN THE MANAGEMENT OF ECONOMIC PROCESSES

Abstract. In the context of increasing divergence at the levels of formation of regional territorially-localized subsystems of the national economic space, the development of a cluster management model, which is a territorial concentration of the aggregate of interconnected business interests of enterprises, as well as state and public socio-economic institutions necessary for the development of competitive the benefits of clusters and regional economies as a whole m

The process of functioning and development of spatially localized economic systems (clusters) is based on the principle of territorial concentration of economic resources, the exchange of information about needs and technologies between enterprises of related industries, buyers and suppliers. The key point in the formation of the cluster is the market mechanism of mutually beneficial interaction between enterprises located on the same territory, which is explained by a decrease in a number of transaction costs and the emergence of positive feedbacks that ensure the intensive development of all enterprises within the cluster.

In this regard, the positive side of the cluster approach is not only a reduction in transaction costs, but also an increase in the efficiency of specialization of combined (within the cluster) production due to the concentration of resources, production, consumers and suppliers in one economic space.

This actualizes the problem of using cluster approaches in managing the processes of formation and development of regional economic systems, necessitates the scientific justification of algorithms for creating cluster-type enterprises, the development of organizational and economic instruments for cluster management, taking into account industry and regional characteristics of the development of territories, as well as analysis of external and internal factors environment of the regional economic system.

The study used general scientific and special methods of cognition: analysis and synthesis, induction and deduction, statistical analysis, a systematic approach, the method of expert assessments; As a research methodology, a cluster approach to the development of the national economy was used.

The problems of innovative activity in the Republic of Kazakhstan were identified, including: the country's weak position in assessing the institutional environment; reduction in the number of innovatively active organizations; reduction in the proportion of shipped innovative products; low value of the proportion of shipped innovative products (works, services) new to the world market; lack of own funds for innovations.

The essence of the cluster is determined in terms of self-organization of economic systems based on network cooperation and public-private partnerships; the role of clusters in innovative development and increasing the competitiveness of the national economy is substantiated.

Based on the cluster concept developed by the authors of this article and taking into account the specifics of the socio-economic state of the economy of Kazakhstan, the degree of development of civil society, the principles of cluster policy formation in Kazakhstan, the goals of cluster policy and the subjects of the policy are determined.

Keywords: cluster, clustering, efficiency, economic growth, localization, economic systems.

Introduction

There are a large number of different theories of the formation and development of competitiveness [1]. But, as the practice of developing the most successful firms and successful economic systems shows, the theory of cluster mechanism is the most effective form of economic growth. It is based on the concept of «cluster», the concentration of the most effective and interrelated types of economic activity, ie the set of interconnected groups of successfully competing firms that form the «golden section», in the Western interpretation of «diamond – diamond» of the entire economic system of the state and provide competitive positions in the industry, national and world markets.

Methods

The methodological basis of the study is the general scientific methods of cognition - deduction and induction, analysis and synthesis, content - media analysis, sociography, a system and comparative historical method that allows us to identify the genesis, sequence and functioning of the clustering stages at present.

The theoretical source of the research was the scientific works of domestic, Russian and foreign scientists and specialists on the problems of introducing a cluster approach and its impact on the economic system as a whole.

Results and discussion

A cluster in economic literature is defined as an industrial complex formed on the basis of the territorial concentration of networks of specialized suppliers, major producers and consumers, connected by a technological chain and acting as an alternative to the sectoral approach [2].

S.I. Sokolenko refers to a cluster as a territorial association of interconnected enterprises and institutions within the respective industrial region, directing their activities to the production of world-class products [3].

A. Voropov, studying this issue, came to the conclusion that the cluster is «an ordered set of specialized enterprises that produce competitive products» [4].

According to V.M. Kutyin, clusters do not have geographical determinism, which is explained, firstly, by the weakness of the vast majority of regions, and secondly, notes that even the regions located close to the geographical map are so different in their resource and human potentials. which does not allow them to be attributed to one economic cluster [5].

World experience shows that in market conditions, clusters are the most efficient and flexible structures. They are based on two principles - cooperation and competition. Competitiveness has increasingly been seen as the result of the ability of regions to innovate in the manufacturing sector, which can stimulate knowledge sharing, interaction and networking between enterprises.

There are three ways that clusters can influence competition:

- a) by increasing the productivity of their member firms and industries;
- b) by increasing the ability to innovate and, thus, to increase productivity;
- c) by stimulating new businesses that support innovation and expand the boundaries of the cluster.

M.Porter notes that each of the three effects of clusters on competition depends to some extent on interpersonal relationships, personal contacts, as well as interactions between networks of private entrepreneurs and organizations.

Despite the fact that there are no guarantees for the development of the cluster, after the start of the process, something like a chain reaction is observed, and after which cause-effect relationships begin to be traced quite quickly [6]. The process taking place in this case depends heavily on the effectiveness of existing relationships or feedback chains, on how well, for example, local educational, legislative and other structures respond to the needs of the cluster, or on how quickly potential suppliers respond to its needs.

Three special areas deserve special attention: the intensity of competition on a local scale, the general environment for the formation of a new type of economic activity in a given area, and the effectiveness of formal and informal mechanisms for bringing together cluster members [7]. A significant driving force in the rapid improvement and development of entrepreneurship is a strong competition [8]. The climate in which entrepreneurship is developing is very important, since the creation of new firms and institutions is an integral part of the development of the cluster [9]. And, finally, mechanisms for organizing and building relationships are necessary, since the benefits that exist in a cluster are highly dependent on the relationships and interactions between individuals and groups.

Among the reasons for the decline of clusters, economists distinguish the following:

- endogenous - as a result of localization in itself;
- exogenous - which are associated with the expansion of the cluster or the formation of gaps in the external environment.

Existing points of view regarding the definition of «cluster» can be divided into two groups: the first includes authors who pay great attention to the geographical component of the cluster and the second includes authors who, when determining the «geographical component», consider it insignificant.

The founder of the theory of cluster development, M. Porter, defines the cluster as an industrial group, namely, a cluster is a group of geographically neighboring interconnected companies and related organizations operating in a certain field and characterized by common activities and complementing each other.

The advantage of this theory is the selection of a fundamentally new structural element in the aggregate of the subjects of competition, where clusters represent a new and additional way of organizing the economy, its dynamic development and the principle of conducting state policy in the regions. Understanding the state of clusters in the region provides an important vision of the internal properties of the production potential of the cluster economy and the constraints that exist for their future development. However, in the proposed theory there are also significant drawbacks associated, first of all, with an insufficient level of investigation of the problem. First of all, it is not clear how the cluster differs from the «simple» aggregate of enterprises in the economy. Dan Haag defines the cluster as «an industrial complex formed on the basis of the territorial concentration of networks of specialized suppliers, and the main producers connected by the technological chain, and acting as an alternative to the sectoral approach» [9].

A.Yu. Andrianov and Lothar Lincen proposed the following definition: a cluster is a territorial-industrial association of enterprises that work closely with scientific, financial institutions and local authorities. Clusters have a special structure, where the head of the network is a central company, which, on the basis of tenders, selects subcontracting organizations that produce complementary products [10]. But nevertheless, it can be noted that the progress and results of the work, as well as the understanding of the importance of its different participants in the competition of the regions, allows us to conclude that the success of further work on the application of the cluster approach is largely determined by how much fully engage those who are objectively interested in its results and is able to make a real contribution to the overall development of the region. Among such entities are industrialists and entrepreneurs, municipal authorities, regional authorities, as well as public associations [11].

The cluster approach to the study of economic processes of competitiveness formation is applied in a number of other theories. So E. Limer considered clusters with a high level of correlation export when analyzing trade at the national level [12].

The cluster approach is also used in the development of Swedish theorists. Their cluster theory is mainly formed on the structure of the national economy, and more specifically on the study of the interconnections of large Swedish multinational corporations. Here, clusters are based on the thesis of E. Dakhman «on development blocks» [13].

Thus, the basis for the development of competitive success according to Dakhmen is the presence of a connection between the ability of one sector to develop and the ability to ensure progress in another. Development should take place in stages, or along the «vertical line of action» within the same industry, connected with other industries, which will provide an opportunity to gain competitive advantages.

The most modern cluster-based competitiveness theories have been developed by V. Feldman. The advantages of this theory are that they are based on extensive empirical studies of diversification forms in various countries [14,15]. The essence of the theory is as follows. Diversification often follows a input-output matrix or contacts between industries related to supply and acquisition relationships. This is consistent with the mechanisms that lead to the formation of clusters. Moreover, the most viable innovation activity clusters are formed on the basis of diversification.

Thus, a cluster is a territorial and sectoral voluntary association of enterprises that work closely with scientific and financial institutions and local authorities in order to increase the competitiveness of their own products and the effective economic growth of the region as a concomitant effect.

Cluster construction is associated with the need to combine production business projects in a specific technological field, fundamental developments and modern systems for designing new products and preparing the production of these products within one special zone [16].

Porter dealt with the problem of competition at the level of individual companies. The main results of research on this topic were published in his two books: «Competitive Strategy: Methods of Analysis of Industries and Opponents» and «Competitive Advantage: Creating and Maintaining Successful Activities».

Based on the accumulated material, Porter built the following logical chain: if there are competitive companies, then they form competitive sectors of the country's economy, which, in turn, support the general competitive ability of the state in world markets. Therefore, the country's share in the world export of each product was chosen as a criterion for the country's competitiveness. The competitiveness of the state has come to mean its export competitiveness, expressed through the foreign economic activity of companies.

Thus, Porter focused not on the economy as a whole, but on certain industries and sectors of the economy.

The main result of Porter's research was the creation of a diamond of competitive advantages:

- 1) Conditions for factors of production.
- 2) The state of demand.
- 3) Related and supporting industries.
- 4) Sustainable strategy, structure and rivalry.

The four determinants listed are influenced by two independent forces:

- 1) The government, because it plays a leading role in creating the competitive advantages of countries.
- 2) The case, because this factor is almost impossible to control.

Porter argues that it is necessary to support the development of all clusters, without exception, because it is impossible to predict which cluster will develop faster and which will slower. Therefore, the government's policy, in which assistance is provided only to those clusters that currently have high rates of development, is, in his opinion, erroneous. Thus, the rhombus of competitive advantages and the cluster ceased to be only theoretical constructs and gained their practical significance [17].

Summary and Conclusion

Reflecting the dynamics of relative advantages, clusters form, expand, deepen, but can also narrow, coagulate, disintegrate over time. Such dynamism and flexibility of clusters is another advantage over other forms of organization of the economic system.

One or several firms, achieving competitiveness in the world market, spreads its influence to the immediate environment: suppliers, consumers and competitors. In turn, the success of the environment has a positive impact on the further growth of the competitiveness of this company. As a result, a «cluster» is formed - a community of firms, closely related industries that mutually contribute to each other's competitiveness.

For the entire economy of the state, clusters act as growth points for the domestic market and a base for international expansion.

Following the first in the economy, new clusters often form, and the country's international competitiveness increases. The country's high competitiveness rests precisely on the strong positions of individual clusters, while outside of them even the most developed economy can produce mediocre results.

When a cluster is formed, all industries begin to support each other in it. Thus, national competitiveness largely depends on the level of development of individual clusters. This fact is of great importance for the government policy and strategy of the company.

The need to overcome inter-regional divergence and the transition of problem regions to the model of «catching up» development led to the search for new, more competitive forms of their spatial organization. World experience and the practice of modernization transformations in the supporting regions of Kazakhstan allow us to consider regional clusters as such a form. Being an effective model of public-private partnership and the interaction of business structures, clusters act as a source of regional competitiveness. The cluster approach, based on taking into account the positive synergetic effects of regional agglomeration, network effects, diffusion of innovations, can act as an accelerator of the socio-economic development of problem regions, and prevent deprivation of rural territories.

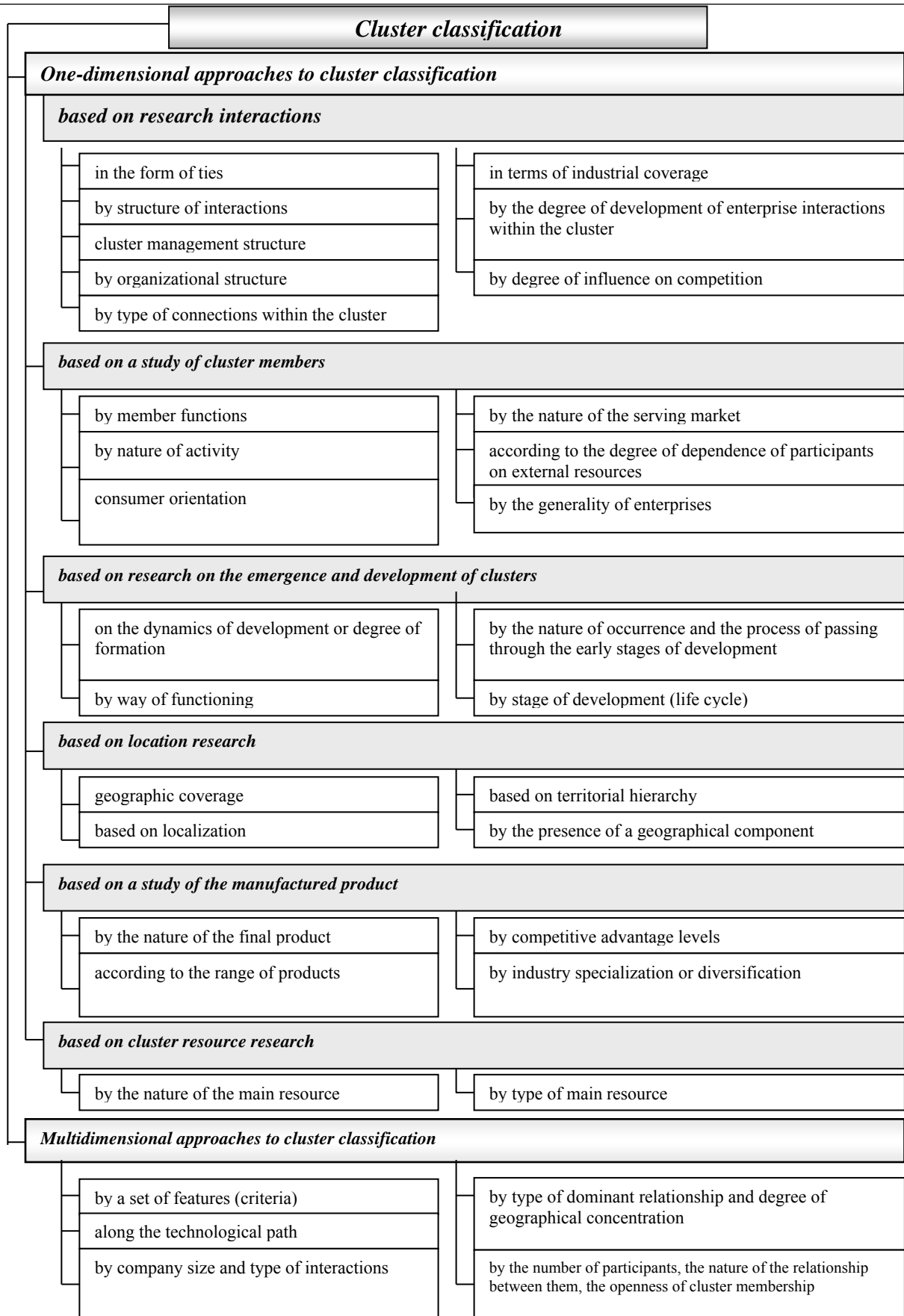


Figure 1 - Classification of clusters

Note - Compiled by the author based on research materials

The formation of general conditions for cluster formation is associated with the development of an integrated system of strategic planning for cluster development of the territory. The regional cluster development strategy and its implementation program are the basis for the implementation of comprehensive state support for cluster initiatives and the development of cluster potential.

Thus, the imperative of ensuring the integrity of the economic space determines the need to modernize program-targeted management of the socio-economic development of problem regions, the formation of cluster strategies and network models of interaction.

It is proposed to generalize the existing approaches, which will make it possible to systematize clusters by groups of attributes (Figure 1).

When studying the processes of creating clusters and justifying the choice of methods for their formation, the most significant classification of clusters according to the characteristics presented in Figure 2.

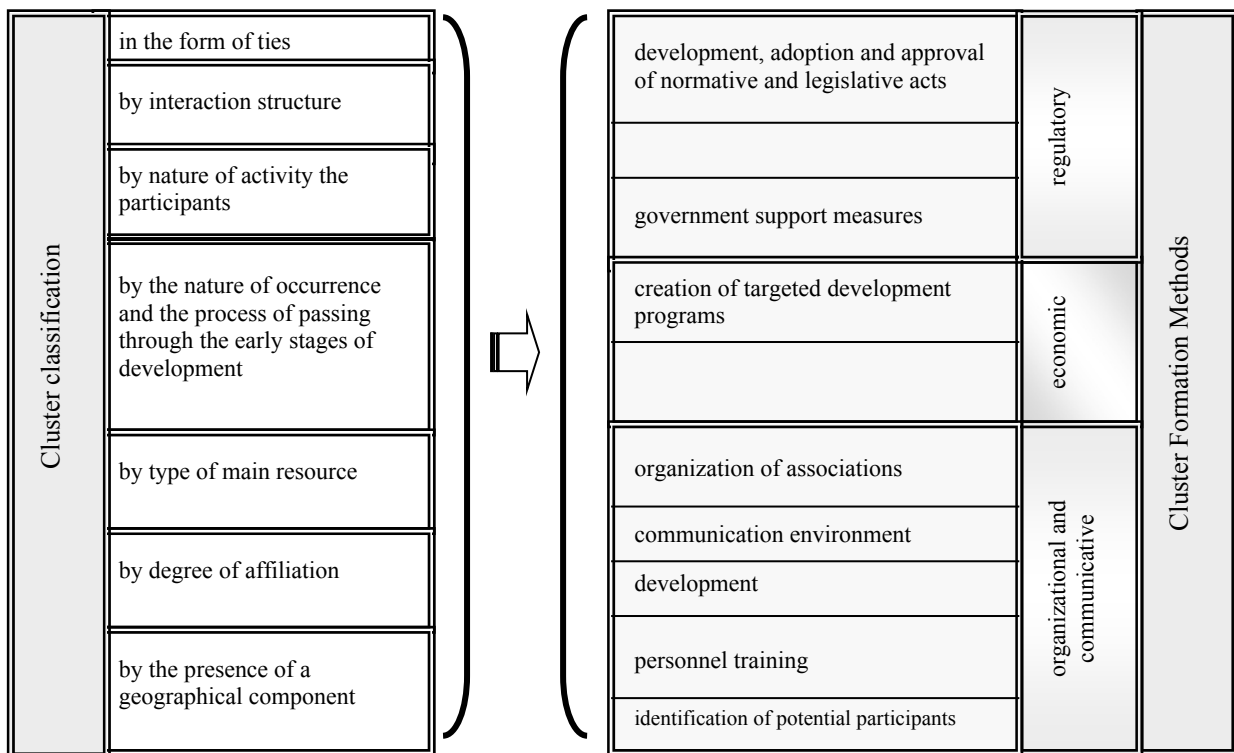


Figure 2 - The relationship between the types of clusters and methods of their formation

Note - Compiled by the author based on research materials

These types of classification contribute to an adequate assessment of the type of cluster being created and play a decisive role in the choice of methods for its formation.

The tasks of overcoming the recession in the region's economy during the recovery period must be solved in the context of increasing competition at various levels and in various areas of economic activity. Under the current conditions, the transition from the model of «catching up» to the model of «leading» development is possible only by increasing the competitive capabilities of the region.

In the context of globalization, the level of competitiveness of the region's economy depends on the efficiency of the functioning of new competitive forms of organization of production - regional economic clusters, which mean a group of interconnected companies concentrated on a certain territory; suppliers of equipment, components and specialized services; infrastructure; research institutes; Universities and other educational organizations that complement each other and enhance the competitive advantages of individual companies and organizations, as well as the cluster as a whole.

Historically, classifications of clusters have developed under the influence of specific conditions of economic development, as part of the study of the economies of certain countries or territories, so each

classification corresponds to specific research objectives. This explains the variety of classification approaches.

A generalization of the approaches to the interpretation of the «agrocluster» categories presented in the scientific literature allows us to define the agrocluster as a form of institutionalization of interests concentrated on a certain territory of a group of interconnected companies and organizations, including specialized suppliers of factors of production, an enterprise for the production of agricultural raw materials, and organizations in the field of its deep processing and marketing end products competing but working together to reduce share costs and the growth of the synergistic effect, as well as the interests of the population living in this territory.

The cluster approach to managing regional development is implemented in the form of a cluster policy [18]. In world practice, two models can be distinguished within the framework of which cluster policy is implemented - liberal (USA, UK, Australia, Canada), within which the cluster is considered as a market organism, and the role of federal authorities is to remove barriers to its natural development, and conducting (Japan, Korea, Singapore, Sweden, France, Finland, Slovenia), involving the active participation of the state in the formation and development of clusters. An analysis of the cluster policy conducted in Kazakhstan indicates the formation of a conducting model, which, in our opinion, is most effective in modern Kazakhstani conditions. The implementation of such a cluster policy model must be considered at three hierarchical levels.

The implementation of an effective cluster policy involves the development of strategies aimed at the formation of regional economic clusters.

In the context of the global economic crisis and the post-crisis development of the regional economy, the need has arisen to improve the current model of socio-economic relations based on a cluster management mechanism that ensures the interconnection of associated enterprises of various sectors of the economy, mutually contributing to the growth of the competitiveness of the regional economic system. The specified mechanism is able to ensure the concentration of the most effective and interrelated types of economic activity in various sectors of the economy, which can guarantee higher economic indicators of economic entities due to the effect of the scale of activity.

The process of cluster formation is based on the exchange of information on needs and technologies between enterprises of related industries, as well as buyers and suppliers. The key tool for cluster formation is the market mechanism for mutually beneficial interaction between enterprises located on the same territory, which is explained by a reduction in a number of transaction costs and the emergence of positive feedbacks that ensure the intensive development of all organizations related to industrial and economic relations within the cluster. The positive side of the cluster approach is not only a reduction in transaction costs, but also an increase in the efficiency of production specialization due to the concentration of consumers and suppliers in one economic space.

Having analyzed the positions of Russian and Kazakhstani economists, we believe that the concept of «cluster» applies not only to the principle of combining enterprises of different industry sectors, but also combining legal entities of various forms of ownership into a single conglomerate, the so-called corporate type of connections in the external environment.

The cluster is a symbiosis of commercial and non-commercial entities of various forms of ownership and industry, which, thanks to the concentration of resources (financial, industrial, intellectual, etc.), allows solving problems of regional significance.

When organizing a cluster, participating companies (initiator, customer, investor, contractors, subcontractors, suppliers, licensors, manufacturers of final products and consumers) form its operational base - the initial set of enterprises - potential cluster members.

When organizing the work of the cluster, it is important to distinguish from the whole set of real and potential participants in the project a subset of enterprises and organizations that have the highest innovative potential and the closest scientific and industrial relations, which help reduce the time for the implementation of the full innovation cycle and accelerate the diffusion of innovations.

For the successful organization of the cluster's work, its internal environment is of great importance. Figure 3 shows its most significant factors.

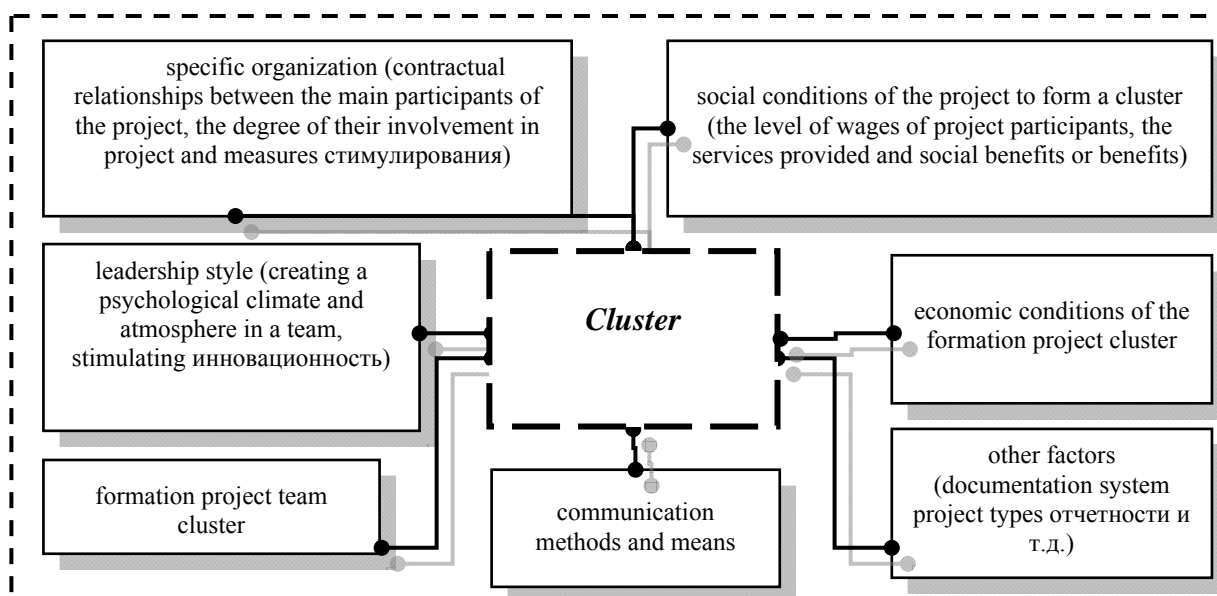


Figure 3 - Cluster (its internal environment) and factors exerting priority on its formation

Note - Compiled by the author based on the sources studied.

When organizing the work of the cluster, it is important to distinguish from the whole set of real and potential participants in the project a subset of enterprises and organizations that have the highest innovative potential and the closest scientific and industrial relations, which help reduce the time for the implementation of the full innovation cycle and accelerate the diffusion of innovations.

The analysis of international experience in ensuring the competitiveness of regional economic systems using the instrumental functions of the cluster approach showed that even in the conditions of the past global economic crisis, the most developed Western countries did not abandon the chosen policy of innovative transformations in the regional management system using cluster technologies.

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КОНЦЕПТУАЛЬНО-ЭМПИРИЧЕСКИЕ ОСНОВАНИЯ ИСПОЛЬЗОВАНИЯ КЛАСТЕРНОГО ПОДХОДА В УПРАВЛЕНИИ ЭКОНОМИЧЕСКИМИ ПРОЦЕССАМИ

Аннотация. В условиях усиливающейся дивергенции в уровнях формирования региональных территориально-локализованных подсистем национального экономического пространства приоритетной задачей становится разработка кластерной модели управления, представляющей собой территориальную концентрацию совокупности взаимосвязанных между собой бизнес-интересами предприятий, а также государственных и общественных социально-экономических институтов, необходимых для развития конкурентных преимуществ кластеров и региональных экономических систем в целом.

В основе процесса функционирования и развития пространственно локализованных экономических систем (кластеров) лежит принцип территориальной концентрации экономических ресурсов, обмен информацией о потребностях и технологиях между предприятиями смежных отраслей, покупателями и поставщиками. Ключевым моментом образования кластера является сам рыночный механизм взаимовыгодного взаимодействия между предприятиями, расположенными на одной территории, что объясняется снижением ряда транзакционных издержек и возникновением положительных обратных связей, обеспечивающих интенсивное развитие всех предприятий в рамках кластера.

В этой связи, позитивной стороной кластерного подхода является не только снижение транзакционных издержек, но и рост эффективности специализации комбинированного (в рамках кластера) производства за счет концентрации ресурсов, производства, потребителей и поставщиков в одном хозяйственном пространстве.

Это актуализирует проблему использования кластерных подходов в управлении процессами формирования и развития региональных экономических систем, обуславливает потребность в научном обосновании алгоритмов создания предприятий кластерного типа, разработке организационно-экономических инструментов кластерного управления с учетом отраслевых и региональных особенностей развития территорий, а также анализа факторов внешней и внутренней среды региональной экономической системы.

В исследовании применялись общенаучные и специальные методы познания: анализа и синтеза, индукции и дедукции, статистического анализа, системного подхода, метода экспертных оценок; в качестве методологии исследования использовался кластерный подход к развитию национальной экономики.

Идентифицированы проблемы инновационной деятельности в Республики Казахстан, включая: слабые позиции страны в оценке институциональной среды; сокращение количества инновационноактивных организаций; снижение удельного веса отгруженной инновационной продукции; низкое значение удельного веса отгруженной инновационной продукции (работ, услуг) новой для мирового рынка; недостаток собственных денежных средств для нововведений.

Определена сущность кластера с точки зрения самоорганизации экономических систем на основе сетевого сотрудничества и государственно-частного партнерства; обоснована роль кластеров в инновационном развитии и повышении конкурентоспособности национальной экономики.

На основе разработанной авторами настоящей статьи кластерной концепции и с учетом специфики социально-экономического состояния экономики Казахстана, степени развития гражданского общества, определены принципы формирования кластерной политики в Казахстана, цели кластерной политики и субъекты проведения политики.

Ключевые слова: кластер, кластеризация, эффективность, экономический рост, локализация, экономические системы.

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ЭКОНОМИКАЛЫҚ ПРОЦЕСТЕРДІ БАСҚАРУДА КЛАСТЕРЛІК ТӘСІЛДІ ПАЙДАЛАНУДЫҢ ТҮЖЫРЫМДАМАЛЫҚ-ЭМПИРИКАЛЫҚ НЕГІЗДЕМЕСІ

Аннотация. Ұлттық экономикалық кеңістіктің аймақтық-локализацияланған ішкі жүйелерін қалыптастыру деңгейлеріндегі алшақтықтың күшеюі жағдайында, бәсекеге қабілеттілікті дамыту үшін қажетті кәсіпорындардың, сондай-ақ мемлекеттік және қоғамдық әлеуметтік-экономикалық институттардың өзара байланысты іскерлік мүдделерінің жиынтығының аумақтық шоғырлануы болып табылатын кластерді басқару моделін дамыту кластерлердің және тұтас алғанда аймақтық экономиканың артықшылықтары.

Кеңейтілген локализацияланған экономикалық жүйелердің (кластерлердің) жұмыс істеуі және дамуы процесі экономикалық ресурстарды аумақтық шоғырландыру, байланысты салалардағы кәсіпорындар, сатып алушылар мен жеткізушілер арасында қажеттіліктер мен технологиялар туралы ақпарат алмасу қағидатына негізделген. Кластердің қалыптасуындағы маңызды сәт - сол аумақта орналасқан кәсіпорындар арасындағы өзара тиімді өзара әрекеттестіктің нарықтық механизмі, ол транзакциялық шығындардың азаюымен және кластер құрамындағы барлық кәсіпорындардың қарқынды дамуын қамтамасыз ететін оң нәтижелермен түсіндіріледі.

Осыған байланысты кластерлік тәсілдің оң жағы транзакция шығындарының азаюы ғана емес, сонымен бірге ресурстарды, өндірісті, тұтынушылар мен жеткізушілерді бір экономикалық кеңістіктегі шоғырландыруға байланысты біріктірілген (кластер шегінде) өндірісті мамандандыру тиімділігінің артуы болып табылады.

Бұл аймақтық экономикалық жүйелердің қалыптасуы мен даму процесінің басқаруда кластерлік тәсілдерді қолдану мәселесін өзекті етеді, кластерлік типті кәсіпорындар құру алгоритмдерін ғылыми негіздеуді, кластерлік басқарудың ұйымдастырушылық-экономикалық құралдарын, аумақтарды дамытудың салалық және аймақтық ерекшеліктерін, сондай-ақ сыртқы және ішкі факторларды талдауды қажет етеді. аймақтық экономикалық жүйенің жағдайы.

Зерттеуде танымның жалпы ғылыми және арнайы әдістері қолданылды: талдау және синтез, индукция және дедукция, статистикалық талдау, жүйелік тәсіл, сараптамалық бағалау әдісі; Зерттеу әдістемесі ретінде ұлттық экономиканың дамуына кластерлік тәсіл қолданылды.

Қазақстан Республикасындағы инновациялық қызметтің мәселелері анықталды, оның ішінде: елдің институционалды ортаны бағалаудағы әлсіз позициясы; инновациялық белсенді ұйымдар санының қысқаруы; тиелген инновациялық өнім үлесінің азаюы; жөнелтілетін инновациялық өнімнің (жұмыстардың, қызметтердің) әлемдік нарықтағы үлесінің төмен мәні; инновациялар үшін меншікті қаражаттың болмауы.

Кластердің мәні желілік ынтымақтастық пен мемлекеттік-жеке серіктестік негізінде экономикалық жүйелердің өзін-өзі ұйымдастыру тұрғысынан анықталады; кластерлердің инновациялық дамудағы және ұлттық экономиканың бәсекеге қабілеттілігін жоғарылатудағы рөлі негізделген.

Осы мақаланың авторлары әзірлеген кластерлік тұжырымдаманың негізінде және Қазақстан экономикасының әлеуметтік-экономикалық жағдайының ерекшеліктерін, азаматтық қоғамның даму дәрежесін, Қазақстандағы кластерлік саясатты қалыптастыру қағидаларын, кластерлік саясаттың мақсаттары мен саясат субъектілері анықталған.

Түйін сөздер: кластер, кластерлеу, тиімділік, экономикалық өсу, локализация, экономикалық жүйелер.

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