**The importance of relational strategies in stimulating innovation**

SUMMARY  
SCIENTIFIC OBJECTIVE: The aim of the article is to draw attention to the importance of relational strategies in stimulating the innovative activity of entities operating within cluster structures.  
PROBLEM AND RESEARCH METHODS: The article is an attempt to answer the question: What is the impact of cooperation in clusters on the innovative activity of enterprises? The implementation of such a goal was used, inter alia, to study literature on the subject, analysis of CSO data on the level of innovation of Polish enterprises  
including companies operating in clusters and data from the Global Innovation Index report.  
EXPANSION PROCESS: The article points out the importance of clusters as a place where enterprises, thanks to entering into relations with other business sector entities, scientific and research units and public sector organizations, can build innovative potential. The opportunities offered by cooperation in the open innovation model were pointed out.  
RESULTS OF SCIENTIFIC ANALYSIS:

Based on the analysis of GUS statistical data for 2013 - 2016, an attempt was made to assess the innovative activity of Polish enterprises and the scope of cooperation in the implementation of innovative projects with other business sector entities, research and development units and public sector institutions.

CONCLUSIONS, INNOVATIONS, RECOMMENDATIONS:

In business models of modern enterprises, innovations constitute one  
from the basic elements determining competitiveness and economic results. Bearing in mind the above, the activities aimed at supporting the business environment and the research and development environment are of particular importance,  
including legal regulations in force in this area. An important factor influencing the quality of cooperation relations in innovative projects is also providing access to technologies and specialist equipment as well as undertaking initiatives aimed at building a trust and commitment relationship based on a favorable culture.

KEYWORDS: relational strategies, clusters, open innovations