**ABSTRACT**

The paper provides a new approach to cluster analysis, basing on a sociologically rooted concept of identity. The authors state that identity in cluster structures is formed by two main groups of factors – uncontrollable or slightly controllable factors (identity mix) and factors that can be fully controlled by a cluster initiative (corporate identity mix). It means that the cluster coordinator is able to consciously build the identity of a cluster structure and reinforce the identification of individuals with one another and with the group as a whole. Thus, effective management of a cluster initiative can highly strengthen its identity whereas strong identity interacts back (in a positive way) with the efficiency and stability of a group. By contrast, poor management of an initiative tends to weaken group identity and, in the long term, it can lead to disintegration of the whole cluster initiative. The methods of the study are systemic and logic analysis. More advanced studies are needed to test the concept of identity for cluster structures and confirm the working hypothesis.