

Krivtsov Ihor

PROBLEMS OF IMPLEMENTING STRATEGIC MANAGEMENT AT ENTERPRISES

Operating in the unstable environment of the market economy, industrial enterprises of Ukraine can succeed in business only when they manage to anticipate changes and, accordingly, take precautionary adaptive measures against them. Ensuring the stable and effective operation of enterprises in the long-term period in the conditions of constant complication and instability of the external environment of their functioning brings to the fore the requirement of finding new approaches to the management of a domestic enterprise as a business entity. Today, in global practice, such an approach is strategic management – a management process of creating and maintaining strategic correspondence between the company's goals, its potential and opportunities in the external environment.

Unfortunately, in Ukraine, the theory and practice of strategic management have not been widely spread. Most managers do not see the need for the development of long-term strategies, mistakenly believing that it is impossible to solve promising development issues in today's dynamic conditions. Although strategic management is the most important means of ensuring the successful survival of an enterprise in an aggressive dynamic competitive environment, a means of its adaptation to changes in it. The lack of guidelines, mission and targeted development of the enterprise, the ability to recognize the influence of its external environment and adequate response to it, as well as the ability to adapt or even actively influence this environment, unfortunately, makes most Ukrainian enterprises helpless today and without prospects for the future.

In the case of the application of strategic management in the enterprise, at each given moment, information will be recorded about what the enterprise should do now to achieve the desired goal in the future, based on the fact that the environment and operating conditions of the enterprise will change. At the same time, it should be borne in mind that the choice of strategy and its implementation are the main parts of strategic management. A well-thought-out strategy will make it possible to solve the issue of consistency of production and reproduction processes, coordinate the activities of various subsystems and thereby increase the potential of the enterprise and its adaptive capabilities. The application of a strategic approach to the company's activities will contribute to the creation of a system in which specific management decisions ensure the balanced development of all components of the company's activities in accordance with the conditions of the external environment.

At the current stage of economic development, the activities of domestic enterprises are significantly complicated under the influence of external and internal environmental factors. The most important problem of every enterprise operating in market conditions is survival and ensuring further development. The solution to this problem lies in the creation and implementation of competitive advantages, which can largely be achieved on the basis of a competently developed and effective strategy for the development of the enterprise. Practitioners claim that the era of intuitive, spontaneous, situational management is over. There is an increasing need for management based on a scientifically based approach.

That is why the implementation of strategic management is one of the main tasks and conditions for ensuring production efficiency.

The work was carried out under the supervision of the associate professor of the Department of Economics and Management T. Obydiennova