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РОЗРОБКА СУЧАСНОЇ СТРАТЕГІЇ УПРАВЛІННЯ ПІДПРИЄМСТВОМ

Лозовський Олександр Миколайович

канд. екон. наук, доцент

доцент кафедри менеджменту та адміністрування

*Вінницький торговельно-економічний інститут ДТЕУ***Попадюк Дар'я Анатоліївна**

здобувач вищої освіти факультету економіки, менеджменту та права

*Вінницький торговельно-економічний інститут ДТЕУ**УКРАЇНА*

Анотація. У статті розглянуто існуючі підходи до визначення поняття «стратегія управління» з позицій процесного, цільового та системного підходів. Окреслено основні причини зростання значення системи стратегічного управління в менеджменті організації. Проаналізовано складові даного процесу, що дозволило виокремити проблеми, які перешкоджають досягненню ринкових конкурентних переваг. Запропоновано орієнтовний алгоритм дій по формуванню сучасної стратегії розвитку організації на ринку.

В сучасних умовах господарювання, в умовах загострення конкурентної боротьби господарюючі суб'єкти повинні не лише концентрувати увагу на внутрішньому стані справ, але й формувати довгострокову стратегію поведінки, яка б давала можливість встигати за змінами, що відбуваються в зовнішньому середовищі. Стрімкий розвиток науки і техніки, зміна ролі людських ресурсів в менеджменті підприємства, поява нових ринкових можливостей, подальший розвиток інформаційних систем, а також ряд інших причин привели до різкого зростання значення системи стратегічного управління в менеджменті підприємства.

Важливість даної проблеми також обумовлена тим, що темпи змін зовнішнього оточення за швидкістю прояву часто випереджають відповідну реакцію підприємства, у зв'язку з чим зростає частота появи несподіваних, непередбачуваних для підприємства труднощів. Тому ефекtywne використання нестандартних підходів та методів організації ринкової діяльності виступатиме запорукою сталого соціально-економічного розвитку і розв'язання економічних, соціальних та інших проблем, що стоять перед підприємством.

Теоретико-методологічні та практичні аспекти даної проблеми є предметом пильної уваги зарубіжних та вітчизняних фахівців і відображені у наукових працях І. Ансоффа, Р. Акоффа, Д. Шендела, С. Хофе, П. Друкера, К. Ендрюса, Г. Мінцберга, М. Портера, А. Стрікланда, К. Сноу, А. Томпсона, Е. Чандлера, Т. Гринько, О. Єфремова, А. Захарченкова, В. Павлової, Г. Дмитренко, Л. Довганя, Є. Кузьміна, В. Немцова, В. Пономаренко та ін. Незважаючи на досить широке коло наукових праць з даної тематики, питання формування інноваційної стратегії управління, як ключової складової процесу стратегічного управління підприємством залишаються сьогодні ще не до кінця вивченими і потребують подальших досліджень.

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