

DOI: [https://doi.org/10.18371/fp.1\(37\).2020.201559](https://doi.org/10.18371/fp.1(37).2020.201559)

JEL Classification: L20

IMPROVEMENT OF STRATEGIC ENTERPRISE MANAGEMENT

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Abstract. *The article analyzes the business efficiency of the enterprise and the need to develop a strategic direction of the enterprise development. The methods of strategic management and tools for their implementation are systematized. The priority of balanced management in increasing enterprise manageability is indicated.*

Key words: *strategy, strategic management, strategic planning, principles of strategic activity, key performance indicators, business activity and solvency of the enterprise.*

Ensuring the development of the national economy requires a change in approaches to state regulation of Ukrainian enterprises. This is due to an ineffective economic policy, which led to significant structural imbalances, a drop in production volumes, and the loss of financial stability and competitiveness by domestic enterprises.

Managers must apply different methods that integrate different theoretical and practical aspects of the enterprise management system to formulate a sound strategy. The most important role belongs to the methods, which are based on the evaluation of their effectiveness. The application of these methods makes it possible to link existing business pro-

cesses with the system of key performance indicators to form an effective mechanism for motivating employees to perform strategic tasks.

Developing theoretical provisions and practical recommendations for improving the system of strategic enterprise management are the main purposes of the article.

This article examines two areas of enterprise management - operational and strategic. The advantages and principles of successful strategic activity of the enterprise are also given.

In today's environment, companies that are successful in Economics focus their efforts not only on achieving financial results, but also on developing their development programs to improve the society.

The results of the article research are directed to JSC "Kharkivoblenergo". The main economic indicators of financial activity, indicators of solvency and business activity of the enterprise are analyzed. Conclusion was made that JSC "Kharkivoblenergo" has problems with current assets, receivables and payables.

It is also necessary to make adjustments to strategic management, namely: defining the mission, formulating strategic goals and objectives, comparative analysis of the strengths and weaknesses of the enterprise and its competitiveness; evaluation of existing and perspective directions of business activity; studying the environment, identifying promising areas of business, developing strategic plans and specific tasks.

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