

ABSTRACTS

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THE ANALYSIS OF MODERN METHODS AND TOOLS OF ENTERPRISES STRATEGIC MANAGEMENT

In order to improve profitability, innovation, providing high quality products and service management needs modern strategic management tools that will conduct high-quality strategic analysis in order to predict and plan changes in the environment, respond promptly and actively influence them.

In general, the choice of a particular method can be determined by strategic priorities of companies and their regional diversity, cultural features, business and in general by the ways of management skills. Thus, in 2008-2010 there was a clear tendency to reduce costs. This explains the choice of strategies, methods and tools, such as outsourcing, optimization, benchmarking. Since 2011, priorities are changing gradually for the long-term growth, the expansion which led to an increase in the popularity of consumer innovation, strategic planning, involving managers from the lower management levels in decision making process.

According to the practice of international companies five most common tools were determined. They include: strategic planning (classic management tool) benchmarking (involvement of Excellence), customer relationship management (getting of desirable market position), the encourage of staff (using high-quality personnel in strategic decision-making process) and the balanced scorecard (the importance of using both financial and non-financial indicators). Their complex application allows the company to pay particular attention to both internal and external factors, combining classical approaches to the management with modern, development- and knowledge-oriented concepts.