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CURRENT STATE AND DEVELOPMENT PROSPECTS FOR STRUCTURAL AND FUNCTIONAL ANALYSIS OF STRATEGIC MANAGEMENT

Problem statement. In the context of the current globalization changes and search for a model for effective functioning of the socio-economic system at the state level, the principles and methods to manage it (in particular with regard to economic, financial, social, and organizational aspects) are coming to the forefront. An important form of realizing the said aspects of development is strategic management at the state level. The need for the state strategic management emerges from the necessity to ensure implementation of state policies aimed at an effective utilization of natural, labor, material, and information resources, guarantees of human rights and freedoms. Today, the Ukrainian state should form a development strategy that would allow maintaining stable competitive advantages over the long term.

Recent research and publications analysis. The problem range of strategic management has been explored in numerous works by both foreign and domestic scientists. However, the conducted analysis of scientific literature proves that the current state of strategic management is understudied from the viewpoint of the strategic and functional analysis, considering the changeability of structural shifts in the economy as well as prospects for further development due to changeability of external and internal conditions of functioning.

The paper objective is determining the content and place of the structural and functional analysis of strategic management under the current state of research and prospects for further development, as well as substantiation of the issues
related to the methods and principles of strategic management of the economic development at the state level.

The paper main body. The paper reveals the essence of the structural and functional analysis of strategic management under the current state of public administration development. The main scientific approaches to the concept of ‘strategic management’ are analyzed, and the author’s vision of the concepts of ‘Structural and functional analysis’ and ‘strategic management’ is presented. The sequence of stages of strategic management is presented and analyzed with account of the structural and functional analysis. According to the research results, recommendations are given, and prospects for further development regarding the improvement of the above-mentioned sphere of management are identified.

It has also been found that the twenty-first century is gradually heightening the requirements to state strategic management, which should be faced up, since the development of any state is determined by changes in its functional structure.

Thus, modern strategic management cannot be imagined without an effective structural and functional analysis. The structural and functional analysis helps to prepare a comprehensive plan of the country’s development. Indeed, from the economic perspective, the structural and functional analysis is a principle of a systemic research of the socio-economic phenomena and processes in the economy, according to which the entire economic system is divided into certain structural elements (planning, organization, coordination, motivation, and control), each of them performing its individual function, while fulfillment of goals is achieved owing to the high professionalism of managers, close interconnection, account of the external environment and its level of uncertainty. The majority of scientists believe that it is most purposeful to apply the structural and functional analysis to studying social systems. However, the human factor in strategic management, to our mind, is no less important. Therefore we deem it expedient to apply this kind of analysis in the field of strategic management.

In summation of the above-said, it should be emphasized that success of any activity is largely determined by a valid strategy chosen at the state level.
process of the state strategy elaboration and implementation necessitates elaboration and implementation of an integrated strategic management system based on management of the strategic potential.

**Conclusions of the research.** The results of the conducted research testify to the fact that the effectiveness of functioning and competitiveness in the world market directly depend on strategic management, the structural and functional analysis being its important component, since it helps making strategic decisions which in turn contribute to setting strategic goals and resolving multiple tasks. It is an inseparable part of the planning and organization of management. At present a priority task for Ukraine and its regions on the way to a balanced, effective sustainable development is attainment of a condition when the strategic development management at the state level is gradually shifting from the scientific projects perspective to concrete and feasible actions at all levels of management, turning into an integral element of forming a strategy of the socio-economic development of every region and Ukraine on the whole.