

ABSTRACT

Master's thesis on «Managing the strategic development of the state enterprise» includes 120 pages, 31 tables, 22 drawings. The bibliography list consists of 60 items.

Background: due to the need to find new management strategies forming the system of state enterprises in terms of threats to environment.

Relationship with academic programs, plans, themes. Thesis second (master's) level of higher education made at the National Technical University of Ukraine "KPI" (m. Kyiv) according to the plans of research works of the Department of Management. A study by the work is part of the scientific theme: "Managing the strategic development of the state enterprise», № 0114U001135 - contribution of the author is to substantiate the choice of strategy development of strategic state enterprises.

The purpose and objectives of the study. The aim thesis is to justify the choice of management strategy of enterprise strategic development of the pharmaceutical industry.

The object of the study is process of strategic development of state enterprise "EZMP IBONH NANU".

The subject of the study: methodological bases and tools to ensure the effectiveness of managing strategic development of the enterprise.

Methods. In carrying out the thesis used a set of general and specific scientific methods, methods comparison, generalization, classification and typology - to clarify and streamline the conceptual apparatus; External analysis internal environment - to identify the strengths and weaknesses of the company; methods of organizing, collecting and processing information - for the diagnosis and evaluation of the pharmaceutical industry; methods of forecasting and planning of the enterprise, integration, economic and mathematical modeling - the development methodical approach to the evaluation of management development strategy.

Scientific novelty of the results. Results of the research will enable DP "EZMP IBONH NANU", used in practice forming strategic development management of public enterprises in modern conditions, which will make positive changes in the strategic development of the company.

The practical significance of the results. Developed in the thesis work the second (master's) level of higher education recommendations and proposals were presented to the leadership of the state enterprise DP "EZMP IBONH NANU" which recognized the possibility of practical use of proposed recommendations for the formation of strategic development management of public enterprises (implementation act № 3578 of 21.12.15).

Keywords: enterprise development, enterprise development strategy management, strategic management, evaluation of enterprise development strategy of the enterprise.