

## METHODOLOGICAL ASPECTS OF FORMING THE PROCESSES OF ENTERPRISE STRATEGIC DEVELOPMENT

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The authors of the article examine the problem of forming the methodological basis of the process of organizing strategic management of enterprise development in the conditions of innovative transformations. The essence and the problems of organizing strategic development are revealed as well as the principals of forming the mechanism of strategic management of enterprise development.

The authors define the essence and the peculiarities of applying the main methods of innovative transformations at modern development stage and the structure of development programs and suggest a system of the criteria for judging the effectiveness of reforming enterprises.

Strategic development helps to increase the efficiency of industrial activity of enterprises, their stability and competitiveness on the basis of innovative transformations.

There is no clear definition of the notion “strategic management of enterprise development” in literature. Many authors understand this process in different ways<sup>1</sup>.

For example, economists, as a rule, understand strategic development as transfer to the effective management methods based on creating the optimized system of managing industry, purchasing and sales, connected with the integrated structure of financial planning and managerial accounting that will allow the decrease of losses in all the chains of economic activity and mobilization of resources.

In general, all stable enterprises come through the development stages.

Lawyers understand development, firstly, as the change of property rights of various groups of people and companies. It is possible to distinguish four groups: big shareholders, managers, small shareholders and creditors. Besides, potential investors and regional authorities can be also interested.

According to one point of view, strategic development includes any innovative changes connected with the transformation of the mechanism of management and production at the enterprises, capital structure or ownership.

Strategic development is the change of technological, industrial, economic and organizational structures, as well as the balance targeted at expanding the marketing area, income and capital.

Among very important strategic factors, whose change contributes to enterprise development, are:

- ◆ the choice of new organizational management structure;
- ◆ the change of management system;
- ◆ radical review of the balance in business portfolio of any enterprise.

According to our point of view, *strategic management of enterprise development is the process of determining the ways and possibilities of innovative transformations aimed at increasing the effectiveness of enterprise activity on the basis of rational usage of all resources (material, financial, labour), technologies, nonmaterial assets and potential.*

The author suggested his own approach to the strategic management of development – as the instrument of innovative transformations according to which: *“Strategic development – is the process of innovative transformations accomplished on the basis of strategic management providing the adaptation of the system to the changes of internal and external environment, business processes and structure targeted at providing the efficiency and competitiveness of the enterprise”.*

Enterprise development very often is represented in literature only as specific transformations at micro level<sup>2</sup>. Activities targeted at reorganization can be used as an example.

We think it is wrong to treat enterprise development only as private changes of some components of its activity in theory and practice. A more detailed definition is transformation of the enterprise as the aggregate of com-

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