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MANAGERIAL PECULIARITIES OF STRATEGIC DEVELOPMENT OF THE TERRITORIAL COMMUNITY

Summary

The topicality of the topic is due to the fact that the current state of the economy in Ukraine is characterized by crisis phenomena. After all, an incorrectly chosen strategy or its absence leads to a decrease in the effectiveness of community activity. In this connection, there is a need to manage the strategic development of territorial communities, which will enable communities to improve production and economic activity and get out of the crisis state. We all know that a territorial community is a voluntary association of residents of several villages, towns, and cities that have a single administrative center. Modern managers have to carefully analyze the external environment in order to make timely changes to the community's chosen course in the modern conditions of European integration. In the conditions of martial law, the sharp increase in the importance of management in relation to strategic development is also explained by the acceleration of changes in the socio-economic environment, in the conditions of the growing dynamism of the entrepreneurial environment, the internationalization and globalization of business, the emergence of new unexpected challenges and opportunities for business in communities, the achievement of science and technology, the development information networks and digitization processes, which make it possible to spread and receive information quickly, wide access to modern technologies, changing the role of human resources, as well as a number of other reasons.

The purpose of the article is to clarify the essence of the strategic development of the territorial community in the period of instability and crisis phenomena and to substantiate recommendations for the development of appropriate development strategies.

In the process of the research, the concepts of "development" and "strategy" were substantiated and clarified, namely, it was stated that the development of the territorial community includes the organizing influences of the environment, dynamic balance with it through self-organization, progressive and regressive processes. In order to create the proper conditions for the development of territorial communities, the factors influencing the formation of their development programs were determined, that is, under such conditions, the community will have the opportunity to develop progressively, if it meets the requirements for openness, dynamism, consistency of processes and imbalance. Recommendations for strategic needs and the need to take into account certain specific factors influencing the formation of strategic development were also substantiated: location, dynamics of its development, its potential; infrastructure development and diversification of economic activity in the community; behavior of

investors and partners; characteristics of products or services produced by the TC economy; state of the local economy, cultural environment; health care and the level of quality and consideration of the interests of community residents.

The formation of proposals for the creation of basic mechanisms for the work of territorial communities in difficult conditions requires further study.

Keywords: self-government, territorial community, strategy, development, strategic alternatives.

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