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STRATEGIC MANAGEMENT OF PUBLIC ORGANIZATION ACTIVITIES: MAIN ELEMENTS AND MECHANISMS

Summary

The relevance of the topic is determined by the need for democratization of society, which is manifested in civil initiatives, the creation of rural, urban and regional communities that take care of local self-government and become an effective force in making important political decisions. However, in connection with the unstable political and economic situation, in particular total quarantine restrictions and the war, it becomes necessary to implement strategic approaches to managing the activities of public organizations. It is strategic and operational planning in today's conditions that can ensure the stability of the activities of public organizations, and vectoriality for long-term functioning affects the formation of trust in society and local self-government structures. The purpose of the study is to justify the need to use strategic and operational planning in the activities of public organizations. The article indicates the goals and tasks of strategic planning of the activities of public organizations in the Ukrainian social and political conditions. Attention is focused on the fact that strategic planning is a process that takes place constantly, responding to the challenges of today and changes within the organization itself, therefore making adjustments is not only a natural phenomenon, but also necessary. The components of the strategic plan of the public organization were considered. A mechanism for implementing project management by public associations is proposed. The introduction of strategic and operational planning of the activities of public organizations will allow to maximize their efficiency, which in the future will give an opportunity to bring them to a new high-quality level of management.

Keywords: public organization, strategic management, strategic planning, project management, fundraising.

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