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THEORETICAL BASIS OF STRATEGIC COMMUNITY MANAGEMENT

Summary

Today, Ukraine is in martial law. The current economic situation in Ukraine is marked by crisis phenomena. After all, an unsuccessfully chosen strategy or its absence will lead to a decrease in the effectiveness of community activities. In this regard, it is necessary to manage the strategic development of local government bodies, contributing to the improvement of production and economic activity and overcoming the crisis. The purpose of the article is to study the possibility of applying theoretical aspects of strategic management to the work of communities, to their activities. The choice of a community strategy is carried out by management based on an analysis of the main factors that characterize the state of the organization, as well as the nature and essence of the implemented strategies. When conducting this study, the following general scientific theoretical methods were used: system analysis and synthesis - for a comprehensive analysis of the foundations of community management; inductive method - for collecting, generalizing and processing information about the relevance of this issue; deductive method - for identifying the basic components of the problem; abstraction and concretization methods - for a schematic and practically oriented description of the problems of strategic community management; abstract-logical method - to identify logical problems of the theoretical foundations of community management. The potential and strategic capabilities of each community depend on the quality of professionals who implement the selected strategies. Therefore, the use of algorithms in the process of managing the strategic development of a community makes it possible to choose strategic options when forming a specific strategy that will ensure an increase in the long-term effectiveness of the community's activities. The concept of "strategic management" is clarified based on the vision of other researchers. The use of approaches when implementing different strategies depends on a number of reasons that are worth paying attention to, since this will allow you to identify unattractive sectors of the community that do not have potential or use resources poorly. The implementation of the results obtained can be used by participants on both sides, that is, communities, community businesses and organizations that cooperate with

them. Thus, when choosing new strategic directions of activity, it is necessary to remember about previous obligations that can suspend the speed of implementing changes regarding new strategies. Therefore, in order to avoid such critical moments, it is necessary to carefully monitor all obligations when choosing a strategy and alternatives for its implementation in the work of the community. Further study requires research and study of the algorithm for community development in terms of adaptation to various challenges, including martial law, which will allow choosing a strategic action plan in accordance with the situation in the community.

Keywords: territorial communities, strategic management, development.

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