

UDC 334

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## **THE RELEVANCE OF STRATEGIC MANAGEMENT OF INTEGRATED PROCESSES IN THE CONDITIONS OF POST-WAR PERIOD ECONOMY**

Modern business conditions, the beginning of military aggression on the part of the Russian Federation prompt a complete review of the system of organizational and economic mechanism regarding strategic management among integration processes. This, in turn, requires the creation of fundamentally new rules and conditions for effective and competitive activity from the point of view of its openness and security [1; 3; 4; 8]. In recent years, the concept of “integration” has gained popularity and has become an important part of the economic category in international politics. Attention is focused on ensuring coexistence of states and the development of effective cooperation. Therefore, integration processes are viewed only as positive, given their ability to solve problematic issues [2; 4; 7]. The key motivating motive in the strategic management of integration processes for business structures is obtaining a synergistic scale from the implemented integration. Thus, integration processes create prerequisites for optimal use of financial, material, personnel, innovative and other types of potential [5; 8; 11].

Strategic management of integration processes depends on the choice of organizational and legal forms of integration, namely: concerns, conglomerates, alliances, clusters, consortia, corporations, combines, agricultural firms, associations, unions, associations; cooperatives, holdings, financial and industrial groups, transnational companies, joint ventures [6; 7; 9]. Integration processes, which rapidly flow in the real world at different levels of its hierarchy and cover all spheres of life in modern society, are a complex and multifaceted phenomenon characterized by a variety of causes and consequences of its implementation. So, the integration process is the process of forming a new integrated association as a result of consolidation of individual business units, coordination of functions of already existing business structures at each of their organizational levels. Economic integration is the process of convergence of national economies by creating a single economic space for the free movement of goods, services, capital and labor across national borders [4; 7; 10].

Ukraine’s participation in integration processes under the conditions of a purposeful policy will make it possible to rebuild the post-war economy as efficiently and quickly as possible, based on the following principles: scientific, technical and technological renewal of production to ensure its competitiveness through deep modernization; reduction of resource intensity due to effective use of own fuel and raw materials; increasing the level of internal balance of the national economy to reduce external dependence in the development of its key industries due to the formation of a system of own inter-industry cooperation and ensuring full production cycles; formation of conditions for socially oriented development of the national economy [4; 7; 8; 11].

Therefore, in the conditions of a full-scale war, the strategic management of integration processes in Ukraine is a rather complex and urgent process, as it requires a review of the functioning mechanism, which will be aimed at a fundamentally new revival and increase in the efficiency of the entire economic system, and will also provide an opportunity to ensure harmonious, balanced development and the synergistic effect of the scale of integration. This will ensure the most effective process of managing financial, production, personnel, innovation, technological, etc. types of resources, will create prerequisites for innovative and technological restructuring of all sectors of the national economy [2; 4; 7; 8].

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#### **THE MODERN MODEL OF STRATEGY: A MODEL OF ADAPTIVE BEHAVIOR OF ENTERPRISES IN POST-WAR FUNCTIONING CONDITIONS**

The strategy of any enterprise is a certain set of strategically significant areas of activity. This issue is particularly relevant because of military operations on the territory of Ukraine and the possibility of a further exit from the crisis and a return to the normal functioning of national manufacturers [1; 3; 5]. The difficulty of forming a model of adaptive behavior of enterprises in the conditions of post-war functioning lies in the fact that with different theoretical and methodological approaches, this process is considered from a specific position, namely, the formation of a strategy as a process of understanding, formal process, analytical process, prediction process, mental process, an evolving process, collective process, reactive process, transformation process [2; 4].

The modern model of building a company's strategy should lead to a complete exit from the crisis in which a large number of Ukrainian enterprises found themselves because of the war and their subsequent long-term competitive condition. Each of the strategic areas of activity has its own strategic opportunities for growth and profitability, which are created and realized under the conditions of an approach to the formation, achievement, formation of competitive advantages, which is different from other business units that carry out their activities in this separate market segment [6].