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EXPERIENCE OF STRATEGIC MANAGEMENT OF FOREIGN CORPORATIONS IN A CHANGING BUSINESS ENVIRONMENT

The article deals with different approaches to the interpretation of the essence of strategic management. The distinctive features of modern conceptual approaches to strategic management are determined. On the example of successful USA and Japan corporations, different styles of strategic behaviour in a changing environment are explored. The main differences in the strategic styles of the USA and Japan companies are identified.

Crisis phenomena in a market environment are repeated with a certain periodicity. No enterprise, organization, corporation has the ability to abandon the influence of the external environment on its own activities. Therefore, changes in the economy, society, and politics are becoming a significant test for business. The current market conditions, both in Ukraine and globally, actualize the experience of strategic management of successful corporations, which allowed them to maintain their competitive positions and maintain stability in adverse situations.

In general, Japanese management pays first priority to human potential. In the USA, the main focus is on capital management. Therewith, the dynamic and balanced strategy is formed with the centre of gravity on the central machine. The common ground for the corporations of both countries is that, in the course of their own growth, the practice of using venture capital manufacturing strategies is increasingly spread.

The ways, in which venture companies adapt to changes in the external environment, are changing but more often they carry out

internal restructuring. However, American companies are held solely responsible for the risk of each department, and the Japanese are characterized by a reduction of risk through the deployment of wide internal corporate ties.

Consequently, comparing the strategies of American and Japanese corporations, it is possible to distinguish between those based on human relations and those based on resources in general. The other two types of strategies – venture and bureaucratic (based on stable, sustainable principles) exist both in the strategy-oriented human capital and in resource-oriented strategies. The tools, by which managers adapt, oppose or use in their favour changes in the economic situation, cause the need to adjust the strategy to the extent appropriate for the situation.

Strategic management approaches in today's environment are vital for every enterprise. It is the concept of strategic management that transformed in recent decades and in a general sense is the management of change. For successful management in an extremely changing modern environment, it is expedient to internationalize management, especially strategic ones. The experience of successful Japanese and American corporations shows that, depending on the situation, it is possible to use strategies that are oriented as primarily to human capital and so in general to the overall resources of resources. It is important to understand how to adapt these strategies in specific situations of national and internal corporate culture.