

Секція 4. УПРАВЛІННЯ СУЧАСНИМ МІСТОМ ТА МІЖНАРОДНИЙ ДОСВІД

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MANAGING OF A MODERN CITY: AN INTERNATIONAL EXPERIENCE

The current state of public administration in the vast majority of countries is directly linked to dynamic implementation of strategic planning regardless of the level of social and economic development and dynamics of democratic processes.

Strategic management is a complex process of finding of strategic alternatives that support decision-making. Strategic management is a process by which managers exercise leadership, define specific goals, develop strategies to achieve these goals that are constantly evolving and changing, taking into account all external and internal conditions and also ensure execution of appropriate developed plans.

The basis of strategic management is a strategy that includes a number of interrelated specific provisions that may relate to public administration.

A. Chandler is one of the first, who formulated definitions of “strategy” and “structure.” The scientist directly argued that different organizational forms are the result of different models of development, can be formulated clearly, if the planning and implementation of such development are understood as a strategy, then the organizational form that is designed to administer such activities and resources is a structure [2].

According to M. Porter, a strategy is the creation of a unique and advantageous position that involves a certain set of activities [4]. G. Mintzberg identifies several definitions of a strategy: a strategy as a plan, a strategy as a position, a strategy as a “smart admission,” a strategy as a principle of behavior, a strategy as a perspective [3]. I. Ansoff views a strategy as a set of decision-making rules that guide the organization in its operations [1].

In our opinion, city strategic management is an activity that is aimed at achievement of established goals in conditions of a competitive and market-oriented environment, that includes diagnostic analysis of a state of a region, strategic planning and implementation of the chosen strategy. City strategic management is a number of management processes that are interdependent: analysis of an external and internal environment of the city; establishment of the mission and goals of the city's

development strategy; choice of development strategy; implementation of the strategy; evaluation and control of implementation of the development strategy.

The purpose of the city management strategy is to determine opportunities for the city's development in the conditions of changing conditions, characteristics, parameters of the external and internal environment of the city, to determine by which resource, technological, legislative and other conditions these opportunities, a potential can be realized. The strategic management system has to be specific to the city and take into account its specific features in determining the overall model of development, priority areas, goals and objectives.

Traditionally, the most vulnerable in the strategic process is organization of the implementation of the strategy, creation of a mechanism to coordinate actions of all its participants, including private sector actors.

External influences create risks for strategy implementation. Thus, N. Taleb in "Black Swan" (2007) states: "Globalization has created interconnected fragility, creating the appearance of stability. In other words, it creates Black Swans. We have never lived in the face of global collapse ...[5]"

Therefore, strategic management of a city's development is directly linked to a system of public administration that can change over time due to changes in the environment and development of the city itself. This creates a paradox of long-term development and the need for change. In these circumstances, the role of citizens becomes important for adjusting the strategy of successful city development.

Reference

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