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STRATEGIC DEVELOPMENT MANAGEMENT
OF UKRAINIAN LIGHT INDUSTRY
ON THE BASIS OF CORRELATION AND REGRESSION ANALYSIS

The advantages of the cluster model of organizing the activity of national light industry enterprises have been analyzed in the article, taking into account the possibility of entrance and consolidation in foreign markets. At the same time, a long-term strategy for the development of light industry clusters should be determined closely with public authorities, key industrial enterprises and public organizations operating in the field. The organizational basis for cluster policy implementation is the mechanism of cluster management. Considering all the distinguishing features of the light industry external and internal environment, the mechanism for managing strategic development of light industry has been presented as an organization chart, identifying the most significant factors of strategic development, which is the basis for a strategic development management model developed to achieve positive effects using the correlation-regression analysis. Regression of light industry economic development has been developed and the dependence of financial result of light industry enterprises has been determined as the main indicator of strategic development effect from share of light industry enterprises in total number of industrial enterprises in Ukraine, the share of light industry in gross industrial output of Ukraine, light industry production index, a number of innovative enterprises products and price indices of industrial products manufacturers. The correlation matrix of dependence of financial result of light industry enterprises has been developed; the results of correlation and regression analysis of strategic development factors of light industry enterprises have been obtained.

Key words: cluster management mechanism, strategic development, light industry, strategic development factors, correlation and regression analysis.