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**FORMING THE STRATEGY OF CORPORATE
DEVELOPMENT FOR A JOINT-STOCK COMPANY**

The essence of corporate development strategy has been considered, and the place of this strategy within the joint-stock company's strategic planning system has been determined. The influence of structural construction and peculiarities of corporate relations implementation on the dynamics of joint-stock company development has been established. The components of the organizational and economic mechanism of joint-stock company corporate development have been structured and characterized. The need to reach a compromise between the strategic expectations of the participants of the corporate development strategy forming process for a joint-stock company has been proved.

The need to take into account the peculiarities of the structural configuration and economic content of corporate relations in the process of strategic planning of the joint-stock company determines a significant expansion of requirements for the development and implementation of appropriate management decisions based on the use of appropriate organizational and economic support. society. The formation and maintenance of the components of this mechanism occurs, on the one hand, in the plane of static ordering (hierarchical structuring of goals and expectations, motivational complexes, models and strategies of behavior, rules and norms of cooperation, etc.), and on the other - in the context of dynamic coordination and flexible balancing of changes in the balance of representation and satisfaction of interests of participants of corporate relations according to situational transformation of conditions of activity of joint-stock company and distribution in it of corporate control and economic power.

Keywords: joint-stock company, corporate development, corporate relations, strategy of corporate development, strategic planning.