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MANAGEMENT OF STRATEGIC DEVELOPMENT OF TRANSPORT ENTERPRISES IN CONDITIONS OF TURBULENCE

The article proposes an approach to the management of the strategic development of transport enterprises in conditions of turbulence on the basis of adaptive and risk-oriented management. The key factors influencing the functioning and development of enterprises in the transport industry are considered, in particular economic fluctuations, technological changes, regulatory restrictions, social transformations and environmental challenges.

Particular attention is paid to the analysis of the uncertainty of the external environment, the formation of flexible development strategies, the introduction of scenario planning and increasing the ability of enterprises to quickly respond to changes. The need to integrate modern management tools, digital technologies and risk management mechanisms to ensure the effectiveness of strategic decisions is substantiated.

The proposed approach contributes to reducing the negative impact of the turbulent environment, increasing the efficiency of resource use, strengthening the resilience of transport enterprises and ensuring their stable development in the long term.

Keywords: strategic development, transport enterprises, turbulence of the environment, adaptive management, risk-oriented approach, competitiveness, innovations, enterprise sustainability.