

Tetiana Obydiennova

V.N. Karazin Kharkiv National University, Kharkiv. Ukraine

<https://orcid.org/0000-0002-5548-3906>

Andrii Kizilov

¹V.N. Karazin Kharkiv National University, Kharkiv. Ukraine.

<https://orcid.org/0009-0000-7260-7395>

FORMATION OF A MECHANISM FOR MANAGEMENT OF STRATEGIC-TRANSFORMATIONAL DEVELOPMENT OF ENTREPRENEURSHIP ON THE BASIS OF CONTROLLING

The article examines the aspects of forming a mechanism for managing strategic-transformational development of entrepreneurship on the basis of controlling. The essence of strategic-transformational development is substantiated as a complex process of qualitative and quantitative changes aimed at ensuring the long-term viability of the enterprise in a dynamic environment. The role of controlling is determined as an integrative management concept that combines the functions of planning, analysis, monitoring, coordination and regulation, forming a holistic information and analytical basis for management.

The content and structure of the mechanism are disclosed, which includes target, analytical, organizational, information, controlling, instrumental and regulatory blocks that provide a comprehensive management impact on transformation processes. The principles of forming the mechanism are substantiated, in particular, systematicity, adaptability, integration, result orientation and digitalization. The functional content of the mechanism is determined through the key functions of controlling and the instrumental support is characterized, which includes modern analytical and management tools.

A phased approach to the implementation of the mechanism is proposed, which involves diagnosing the state of the enterprise, forming strategic goals, developing a transformation strategy, implementing controlling tools and implementing monitoring and adjustment. The role of digital technologies and information support in increasing the efficiency of management decisions and ensuring the adaptability of the enterprise is substantiated. A conclusion is made about the feasibility of implementing the proposed mechanism as a tool for increasing management efficiency, reducing risks and ensuring sustainable innovative development of entrepreneurship in the digital economy.

Keywords: management mechanism, strategic and transformational development, controlling, digitalization, entrepreneurship management, information and analytical support, controlling tools.