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MODELING THE INTEGRATIVE POTENTIAL OF STRATEGIC FLEXIBILITY AS AN ELEMENT OF A SYNERGISTIC MECHANISM FOR FOSTERING CREATIVITY IN PROJECT MANAGEMENT AND ADAPTIVE STRATEGY FORMULATION

The article examines the theoretical and applied dimensions of integrating strategic management and project management as a synergistic system aimed at enhancing enterprise adaptability and resilience in conditions of environmental turbulence. The study is grounded in contemporary management theory and synthesizes classical and modern approaches to strategic planning, project governance, and organizational adaptation.

Particular attention is devoted to the role of Project Portfolio Management (PPM), which is substantiated as a central coordinating mechanism that ensures the transformation of abstract strategic objectives into a structured and coherent system of interrelated projects and programs. Within this framework, PPM performs a critical function of aligning strategic priorities with resource allocation, risk management, and performance measurement, thereby enabling consistent strategic execution across multiple organizational levels.

The concept of strategic flexibility is further explored as a multidimensional organizational capability that reflects the enterprise's ability to rapidly reconfigure its resource base, redefine priorities, and adjust strategic trajectories in response to external environmental changes, including market volatility, technological disruptions, and geopolitical uncertainty. Strategic flexibility is interpreted not only as a reactive capacity but also as a proactive mechanism for opportunity identification and value creation.

A matrix model of integration between strategic and project management is proposed, which structures the transformation process from long-term strategic goals to short- and medium-term project cycles. The model ensures vertical and horizontal alignment within the organization by linking strategic objectives, strategic initiatives, project portfolio structures, individual projects, and measurable performance outcomes. This hierarchical configuration enables continuous feedback between execution and strategy formulation, thereby strengthening organizational learning mechanisms.

It is demonstrated that the combined application of PPM, Agile and Scrum methodologies, and the dynamic capabilities framework constitutes the theoretical and practical foundation of a modern adaptive management paradigm. This paradigm is characterized by high responsiveness, iterative decision-making, and continuous reconfiguration of organizational resources. The integration of these approaches facilitates the transition from static strategic planning to dynamic, continuously evolving strategic management systems capable of sustaining competitive advantage in highly uncertain and complex environments

Keywords: strategic management, project, project management, efficiency, project portfolio management, strategic flexibility, adaptability, competitiveness, adaptation, creativity, integration potential