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STOCK MARKET AND GLOBAL INDICES ANALYSIS AS A SOURCE OF SIGNALS FOR STRATEGIC POSITIONING AND ADAPTATION OF BUSINESS STRUCTURES TO CHANGES IN THE EXTERNAL ENVIRONMENT

The article substantiates the role of the stock market and global indices as sources of strategic signals for business structures under conditions of increasing uncertainty in the external environment. The limitations of traditional approaches to strategic analysis, which are mainly based on retrospective and qualitative data and do not fully exploit the informational potential of financial markets, are identified. It is established that the dynamics of broad market indices (S&P 500, MSCI World, FTSE 100), as well as sectoral and ESG indices, contain predictive information regarding the phases of the business cycle, directions of sectoral capital rotation, and transformations of the institutional environment.

The functions of stock market indices as an informational tool for strategic management are systematized, including their role as a barometer of economic expectations, an indicator of sectoral shifts, risk and volatility, and sustainable development signals. A conceptual mechanism for transforming market signals into managerial decisions of business structures is developed, incorporating the levels of monitoring, analytical interpretation, and strategic adaptation, with feedback loops between them.

It is substantiated that the integration of stock market analysis into strategic planning enhances the validity, timeliness, and flexibility of managerial decisions, and contributes to the formation of sustainable competitive advantages of enterprises in a turbulent environment.

Keywords: stock market, market indices, strategic positioning, business structures, ESG investing, business cycles, volatility, dynamic capabilities, strategic adaptation, external environment.