

Oksana Vakun

Ivano-Frankivsk Educational and Scientific Institute of Management
West Ukrainian National University, Ivano-Frankivsk
<https://orcid.org/0000-0002-7774-7204>

Mykhailo Hotych

Ivano-Frankivsk Educational and Scientific Institute of Management
West Ukrainian National University, Ivano-Frankivsk
<https://orcid.org/0000-0002-3499-917X>

STRATEGIC MANAGEMENT IN PUBLIC ADMINISTRATION: KEY ASPECTS AND APPROACHES

The article is devoted to the justification of theoretical principles of strategic management in the field of public administration and the determination of key aspects and approaches on this basis.

It is argued that the public administration system is a complex of institutions, laws and processes that ensure the organization of society. It connects the administrative apparatus and citizens, directing socio-economic development and maintaining stability within the state.

It is determined that the key issue is the effective integration of innovative and digital technologies into the public administration system, which would ensure transparency, fairness and compliance with social obligations.

The authors analyzed the theoretical principles for defining the essence of the concept of "strategic management" ("strategic management").

It is emphasized that the successful implementation of strategic management in the public sphere requires a comprehensive approach. These steps form a single system where political will sets the vector, personnel training and culture change ensure implementation, and the legislative framework and transparent indicators guarantee the result and feedback.

In the article, the authors notes that strategic management is the process of developing, adopting and implementing long-term decisions aimed at achieving the goals of an enterprise or city and strengthening its competitiveness.

It is substantiated that the use of strategic management in public administration is a truly powerful tool for the effective development of the state and communities. It allows you to move from a simple response to current problems to proactive planning focused on a specific result.

It is argued that the introduction of strategic methods in public administration is critically important for adapting to globalization challenges and crises. A comprehensive system of evaluating managers at the state, regional and local levels transforms management from reactive to purposeful and transparent.

Keywords: management, strategic management, strategy, public administration, digitalization, public authority, risks.