

FORMULATION OF STRATEGIC OBJECTIVES AND STRATEGIC ALTERNATIVES IN THE BANK

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The article, based on situational approach, analysed the formulation of strategic objectives of the bank. Revealed that at the present stage of economic development of Ukraine's banking system, banks are changing, forcing banks to formulate reasonable and realistic strategic objectives. The article examines the stages of strategy development. This purpose must meet certain mandatory conditions (SMART-principle). Highlighted phases of the formation process of objectives tree at the bank.

In the article, the ways to achieve integrated strategic objectives of the bank are considered. Various components of the strategic objectives of the bank are distinguished. They include self-goals in the following areas: finance, marketing, business processes, and staff development. The article highlighted the tree of strategic objectives of the bank. The paper estimated the bank strategic alternatives that may contribute to Ukrainian banks to withstand negative factors functioning and contribute to their sustainable development.

Dedicated typical mistakes when developing strategic alternatives of the Bank, which include: fast and simplified approach; focus on the gradual improvement activities; nar-

row range of stakeholders, poor involvement of senior managers; results do not include SWOT-analysis and market research; not developed an innovative alternatives, alternatives of updates of products, services, and business processes.

This paper describes the problems of Ukrainian banks in strategic choice. Considered non-economic criteria for the selection of strategic alternatives, which include: the ability of strategic alternatives provide a competitive advantage and its stability; perspective, the likelihood of successful implementation; implementation (in terms of various resources – personnel, automation, finance); tightening the restrictions and assumptions; the degree of attractiveness of market policy (target market segments, customers), risk assessment and ways to reduce them.

In order to assess a particular strategic alternatives and choose the most rational one, it is necessary to apply the system of modelling of functioning of the bank as a commercial enterprise, simulating active, passive operation that evaluates the risks, taking into account the current system of mandatory NBU standards and requirements to reserves and liquidity.