

# INTERNATIONAL STRATEGIC ALLIANCES AS A FACTOR OF DEVELOPMENT OF COMPETITIVE ADVANTAGES OF THE ENTERPRISE

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In this article, the strategic alliance is seen as an effective form of business combination that best meets the criteria of strategic objectives. The main types, types and motives for creating strategic alliances are defined their advantages and disadvantages are described. The problems of participation of Ukrainian companies in international strategic alliances at the present stage are also disclosed and directions for their solution are given. The purpose of the study is to justify the place and role of strategic alliances in raising the level of competitiveness of enterprises.

A prospect for strategic alliances development are outlined. An important element of economical development is strategic alliances, which will be implemented as a component within the framework of conception of sustainable development.

The overview of scientific approaches to the definition of the operation of enterprises is done. The areas of company's manage-

ment to operate successfully under the market conditions are identified. The main obstacles to the effective implementation of the strategy are studied. The main tools for creating a strategic alliance are analyzed. The advantages and disadvantages of these tools of implementing the strategy are identified. Their ability to avoid major barriers to the implementation of the strategy is determined. It was determined at which stage of this system the main obstacles to effective implementation of the strategies are neutralized.

Based on the author's definition of strategic alliances, their typology by special criteria (type of partnership, partnership, organizational forms of partnership) is suggested.

Prospective directions of development of collective competition of strategic alliances are grounded. The features of the development of strategic alliances in the conditions of the current world economic crisis are revealed.