

## **ANALITICAL SUPPORT FOR THE DEVELOPMENT AND IMPLEMENTATION OF MANAGERIAL STRATEGIC DECISIONS**

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One of the most important condition for the effective management of the enterprise development is the creation of effective system of the information providing. The most important element of such system is analytical support through which the observation, collection, registration and analysis of information about the external environment of the enterprise is performed and its external environment is evaluated. At modern enterprises most managerial decisions are made on the basis of intuition, past experience rather than a result of a deep analytical understanding of the problem that has arisen. Therefore, the improvement of analytical support for strategic support is a prerequisite for improving the quality of management of the operation and development of the enterprise.

Analytical support is based a real-time data from accounting system, as well as other available data sources that may be required when making strategic decisions. The basic set of analytical support applies to the entire managerial vertical – from individuals units or executives to senior management. Analytical support is a connecting link between accounting systems, in particular, collection of information about internal and external environment and the process of making managerial decisions. The key function of the analytical support is the accumulation of information on all types of activities of the enterprise (operational, economic, financial, investment, innovation etc.), respectively, from primary accounting to financial, accounting and statistic reporting, as well as off-balance-data on the state of the environment.

In today's conditions, the change in the analytical paradigm takes place by reducing

the role of accounting model and increasing the importance of the value concept of the analysis. This is due to the fact that the analysis based on credentials has a retrospective nature. In this case, there is a significant time lag between the information on the basis of which the decisions are made and the actual situation to which it is directed. For the needs of strategic development management, either a new system of indicators is required, or a transformation of an existing one with a focus on strategic goals. In our opinion, the most appropriate way of transformation is a balanced system of indicators (BSI), that allows to link, on the one hand, specific actions evaluated using traditional indicators, the formation and implementation of strategies and, on the other hand, to line disseminated units of indicators into a united system, focused on achieving specific general objectives of the enterprise. In the form of information flows are reports, the forms and procedures for the provision of which regulate the content, volume, frequency of provision and users of the information.

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