

ROLE OF STRATEGIC MANAGEMENT IN ENSURING A SUSTAINABLE DEVELOPMENT OF PHARMACEUTICAL INDUSTRY

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In terms of high degree of uncertainty of entrepreneurial activity grows an interest in problems of ensuring a sustainable development of industrial enterprises, their ability of fast diagnostic execution and conducting possible changes. An analysis of operation results of enterprises of pharmaceutical industry shows that one of the main causes of their crisis state is mismanagement. Heads of enterprises require serious methodological assistance in managerial decision-making, first of all in the field of short-term and long-term development lines. In this connection enterprises need to adapt to external environment and survive in modern conditions. A solution of this problem is impossible without the formation of effective system of strategic management, which due to the qualitative assessments of development subsystems and implementation of objective strategic recommendations allows minimizing a risk of crisis and ensuring stable operation of an enterprise regardless of various impacts.

The purpose of the article is to determine the role of strategic management in ensuring a sustainable development of pharmaceutical enterprises.

An algorithm model of strategic management of sustainable development of a pharmaceutical enterprise is proposed. This model is used for a process of strategic management, which has a flow of execution in three stages: strategic analysis (assessment of influence of external and internal environment, assessment of the level of sustainable development and management efficiency); strategic planning; implementation of development strategy. Considered stages are an integral part of strategic management, which has a prominent cyclical character and is continuous creative process. A successful completion of each stage stipulates for efficiency of further stages and strategic management as a whole, ensuring constant flexible response of the enterprise to changing conditions of environment.

Thus, it is revealed that for ensuring the pharmaceutical enterprises' sustainable development it is appropriate to use strategic management, which allows reacting and timely conducting changes, which correspond to challenges of environment and allow achieving competitive advantages, which together will give the enterprise an opportunity to survive in the long term here-with achieving its goals.