

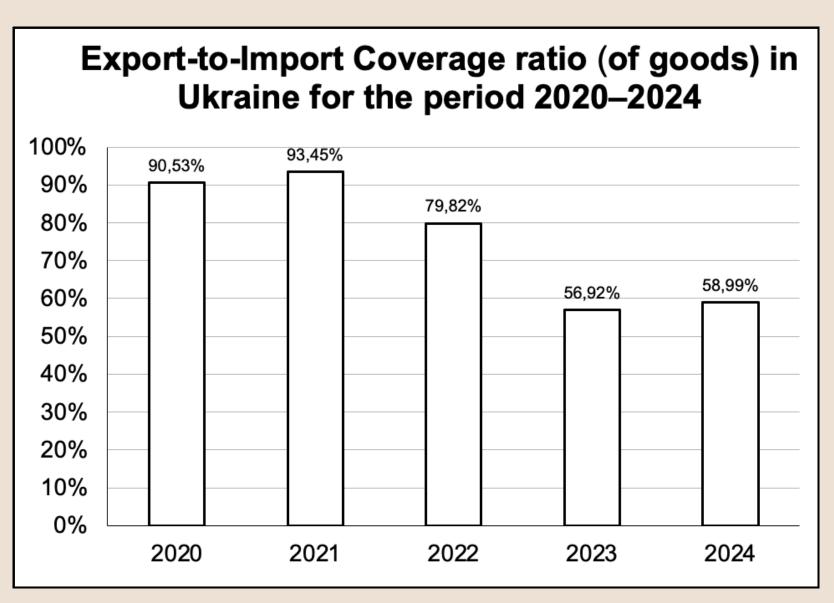
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

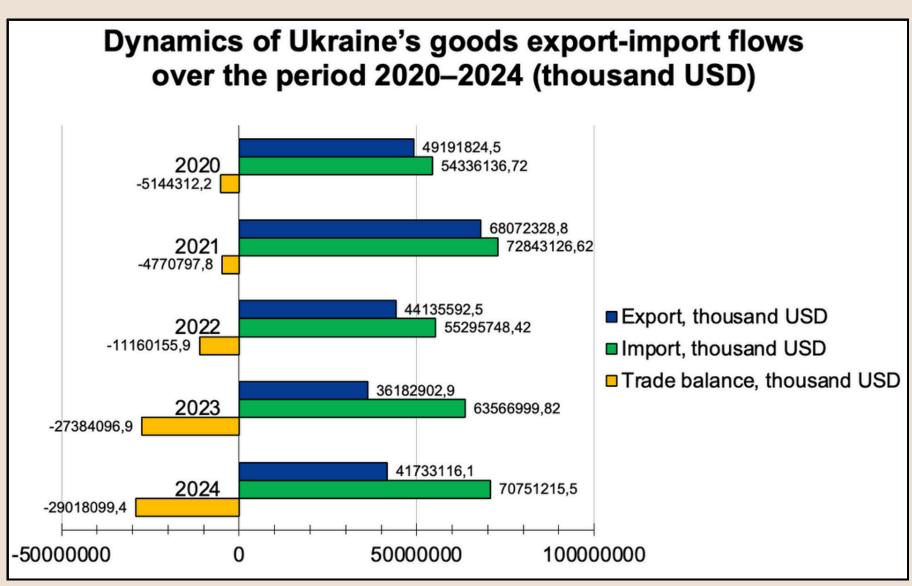
Development of a strategic management decision to improve the efficiency of the enterprise's export-import activity

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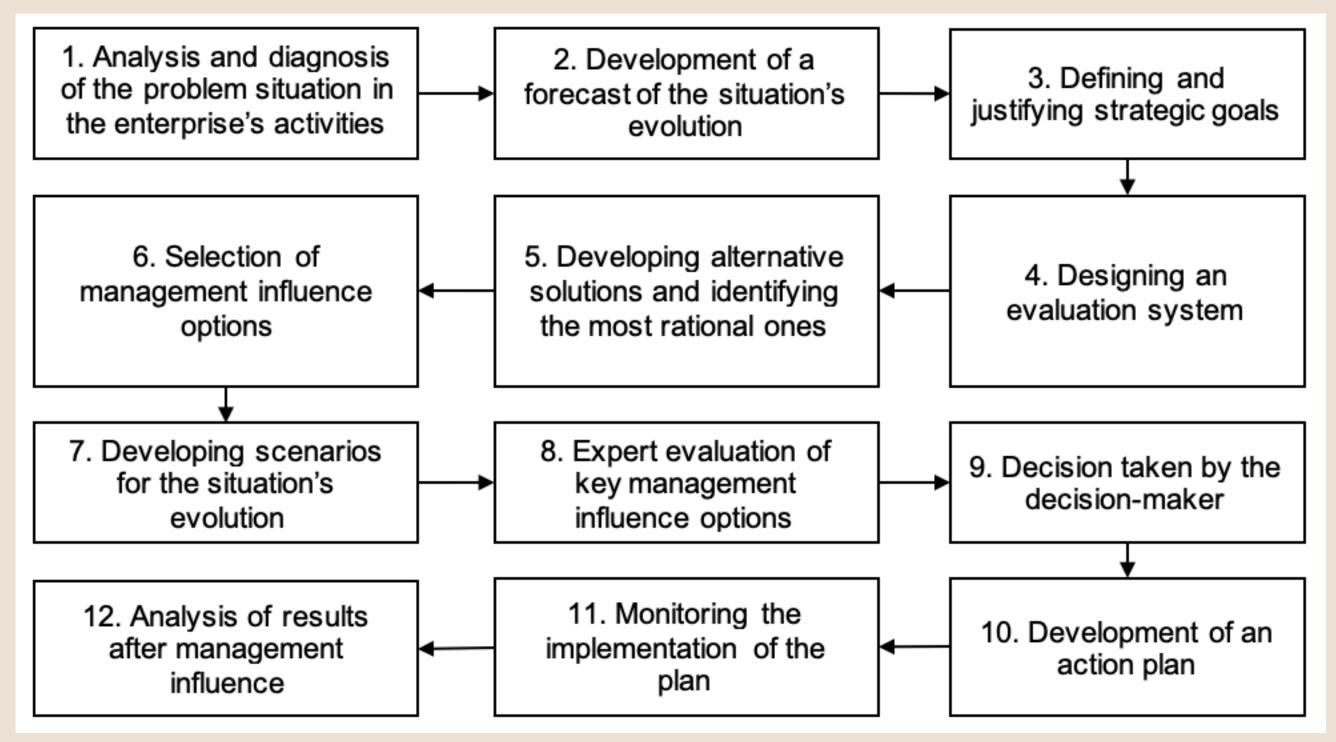


Export-import flows of goods in Ukraine (2020–2024)

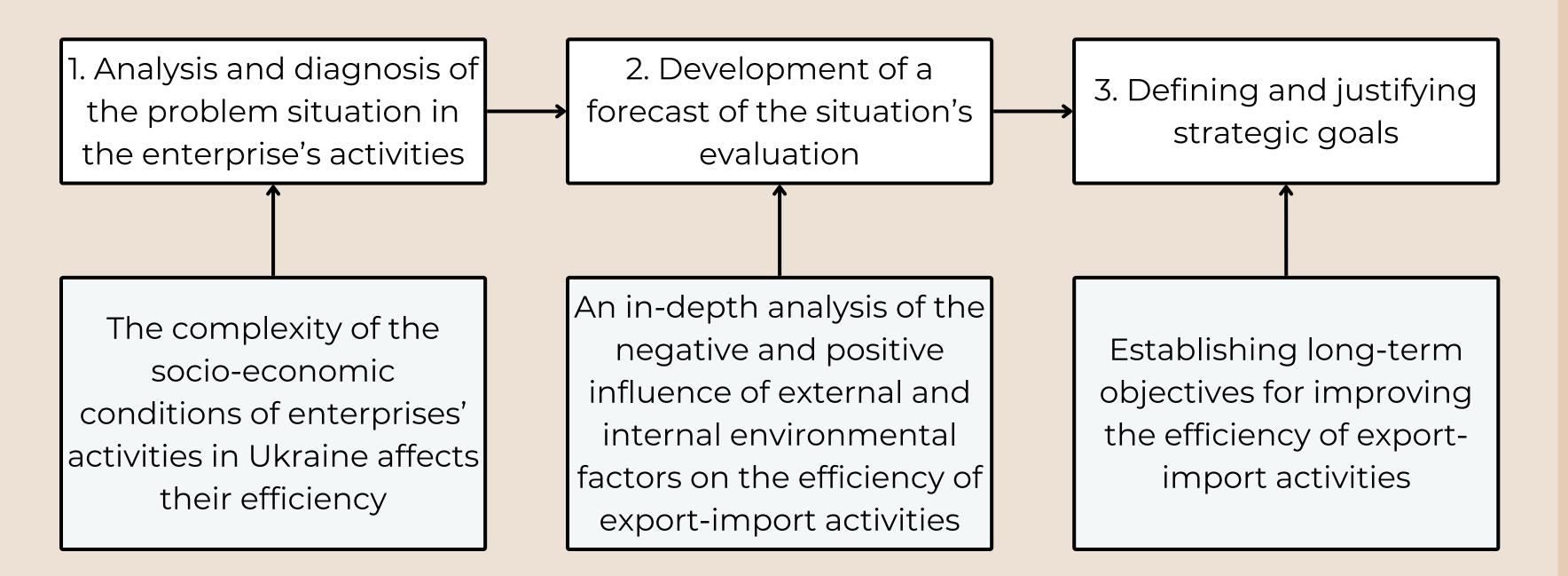




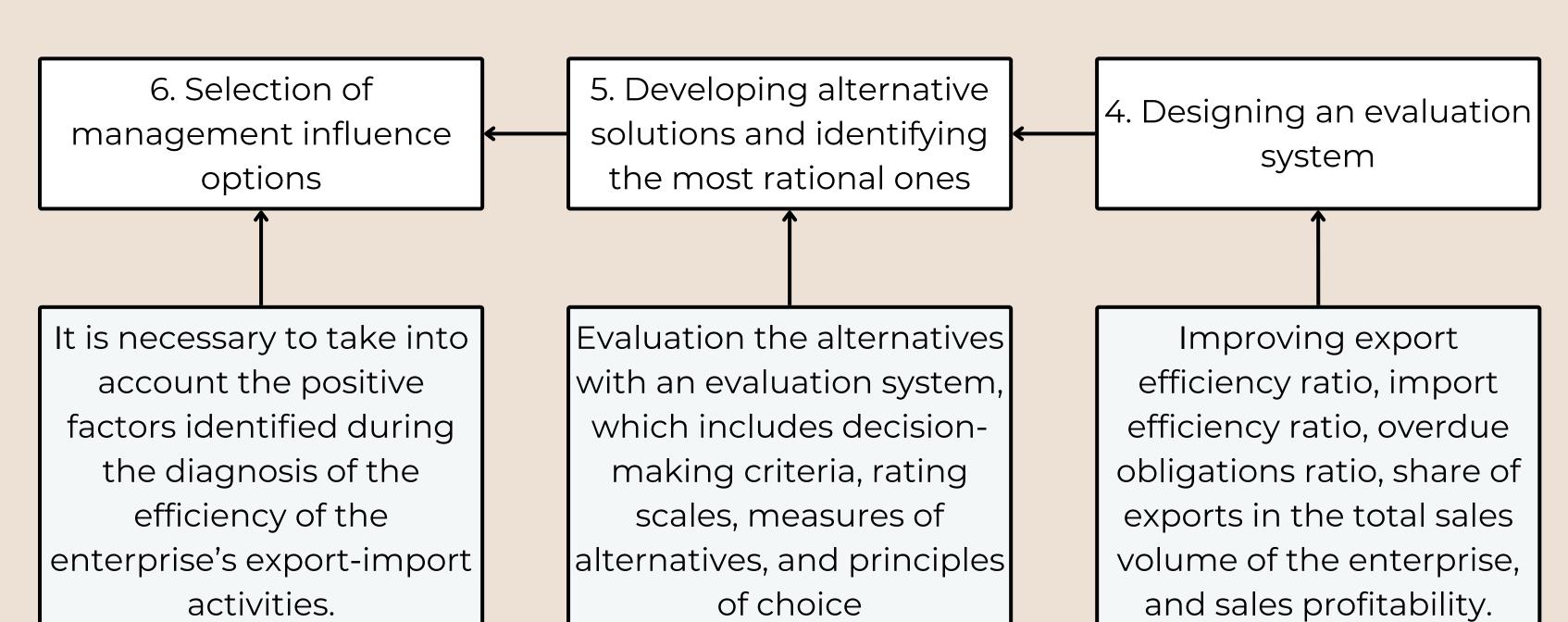














7. Developing scenarios for the situation's evolution

8. Expert evaluation of key management influence options

9. Decision taken by the decision-maker

General managerial measures; managerial accounting and control; resource management; consumer demand and inventory management; and evaluation of export activities.

It is important to determine the level of manageability of these activities. Manageability has a criterion - the feasibility of management decisions.

Depends on the personal characteristics of the individual, and above all, on their qualities as a "rational person" or "homo economicus".



12. Analysis of results after management influence

11. Monitoring the implementation of the plan

10. Development of an action plan

Identifying the positive and negative characteristics of the decision and its implementation process, establishing additional opportunities and reserves, and diagnosing additional risks.

The processes of building a system of relations and monitoring the fulfillment of tasks – including personnel evaluation systems, goal alignment matrices.

Defining goals; generating and evaluating ideas; determining actions; identifying the necessary resources; reviewing the plan; preparing a written action plan and work schedule; monitoring and control.