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TECHNOLOGY OF ENTERPRISE ASSETS' STRATEGIC MANAGEMENT

Introduction. Any business organization for long-term existence aims to increase the profitability and value of their assets. Goals setting in asset management and their implementation need the organized activities, and the latter – its long-term planning. At the same time the mechanisms of development and implementation of policies, planning forms and methods can be quite different and be able to influence on the organization management system. These problems require forming of science-based technologies of organization assets' strategic management as an integrated system.

The purpose of the article is to describe the strategic business model of enterprise's assets formation and use and determine stages of organization assets' strategic management technology as an integrated system.

Methods. During the research abstraction methods, method of single similarity grouping, critical analysis and specification are applied.

Results. Overview of existing views on the composition of enterprise assets' strategic management technology phases as a corporation management is generalized.

The works of such scientists as A. Thompson, D. Strickland; I. Ansoff; M. Mes-

kon, M. Albert, F. Hedouri; O. Vikhanskyi; S. Popov; Z. Shershniova, S. Oborska; H. Osovskaya, O. Fishchuk, I. Zhalinska; V. Vasylenko, T. Tkachenko; L. Zaitsev, M. Sokolova; A. Liukshynov; V.D. Markova, S.A. Kuznietsova; O. Kovtun; O. Korobeinikov are analyzed. Comparing these and other approaches to determine the content of strategic management process, we can state that the basis is often described in the management models sources on the principles proposed by I. Ansoff, H. Mintzberg, M. Meskon and other Western experts. However, although there are rigorous studies on structuring of strategy forming process, a detailed description of the forming assets strategy is not yet implemented.

Scientific novelty. The own conceptual vision of the strategic asset management process from a systems perspective in terms of increasing changes in the environment is proposed. For the first time a strategic business model of assets formation and use are described and an organization's strategic asset management stages are separated.

The practical significance. The results are aimed at improving the understanding of modern financial management leaders and experts of national organizations.