

УДК 65.012.32

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STRATEGIES OF THE CHOICE OF ENTERPRISES ORGANIZATIONAL DEVELOPMENT

Tools of strategic choice includes strategies of choice, strategy selection methods, analysis and evaluation, strategies development and implementation design according to the stages of strategic management process, methods for the assessment abilities of people who make decisions. Special attention should be paid to the criteria of choice. Composition of criteria can be different and caused by the competitive conditions, the specificity of enterprise, the experience, the existing political links and others.

The article is devoted to the questions of development of key strategic decisions for enterprise organizational development. The author examines the choice making process in rationality/irrationality-dimension, and insists on the necessity of using both these approaches. The strategic decisions choice is always accompanied by a vagueness that can concern the aims of enterprise, results of its activity, and also methods of achievement of the desired results. Coming from such position it is important to set priority of alternative decisions, applying a criterion approach. At the same time criteria must be ranked. The most important one will be applied firstly for decision choice. The author suggests four basic strategies for choice making process of organizational development, gives their description, and also the basic methods of application are offered.

Strategies of the choice considered in the article are based on a combination of rational and irrational approaches to development and decision-making, and provide management in conditions of complete or partial uncertainty. Uncertainty may refer to business objectives, desirable results of its operations and the ways to achieve them. Considered situations are the base for forming of strategy choice model. The parameters are the objectives, the type of management system, the type of choice process and the results of decisions.