

agement to quick shift from one strategic decisions to other of even to changing the strategy content in case of significant unpredictable changes in enterprise activity. The other main idea of enterprise strategic management ideology is the impossibility to consideration of strategic decisions and strategy as the finalized managerial product – in modern conditions they are expected to be changed, added, specified. The new concept of enterprise strategic management is proposed and grounded. Such concept is the constant monitoring of external environment, periodical analysis of its results and basing on their results changing the enterprise implementing strategy. The content of external environment monitoring in proposed concept (parametrical monitoring), result purposes and its vectors (production, market, innovations, investments) according to vectors of enterprise activity description and its resource providing in diverse enterprise strategies is considered. The aggregate of indicators and qualitative evaluations based on expert evaluations methods is proposed for monitoring the external environment by the every of enterprise strategy vectors.

Keywords: strategic management, strategy, ideology, concept, monitoring, vector, indicator.

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