

MANAGEMENT OF GAS INDUSTRY, USING STRATEGIC METHODS OF ANALYSIS OF THE MACRO ENVIRONMENT

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Abstract. The article deals with concepts such as «strategy», «strategic management», «macro». On the basis of studied sources was defined the functions of strategic management of industrial enterprise. Also, discovered the principles of strategic management: the combination of science and art, focus, flexibility, unity and creating favourable conditions for implementation. Classification of methods of strategic analysis: analysis of macro-, microenvironment and internal environment. Conducted PEST analysis of the gas industry of the Russian Federation. The factors of the four spheres of the environment: politics, economy, society and technology influencing the development of the gas industry. A branch analysis of gas industry of the Russian Federation. Considered the dominant economic characteristics of the industry: the growth rate of the industry, profitability, level of differentiation and barriers of entry/exit. The factors affecting the change in the driving forces for the gas industry: long-term growth rate, technological and legislative changes. The conclusion about the effectiveness of the analysis of the macro environment for the preparation of the strategic development plan of the gas industry.

Keywords: gas industry; strategic management; PEST analysis; industry analysis; market.

JEL code: L10; L13; L95.

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