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THE CONCEPT OF STRATEGIC ENTREPRENEURSHIP: INTRODUCTION OF IDEA

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Abstract. The article is dedicated to the description of the strategic entrepreneurship concept, a synthesis of the entrepreneurial approach and the logic of strategic enterprise management. Foreign researchers have accumulated a certain theoretical basis, that was not presented in domestic science. Accordingly, the article is devoted to the review of theories, opinions and developments of foreign researchers on the issue of strategic entrepreneurship. Strategic management deals with stable functioning processes at the enterprise, when the key emphasis is on the constancy of competitive advantages, while the logic of entrepreneurship presupposes functioning in conditions of uncertainty, instability and volatility of market positions, as well as active actions. Each of the approaches has its limitations, entrepreneurship is blind without a strategy, and strategy is paralyzed without entrepreneurship. Therefore, it is important to combine these approaches organically, using the advantages of each of them. The author carried out a comparative analysis of both approaches and joint strategic entrepreneurship in terms of: the main goal, attitudes towards balance, change and time, sustainability, advantages and disadvantages, competition, uncertainty, opportunities, subjectivity and opportunity assessment. Network effects are also analyzed, acting as typical "moats" - sources of sustainable advantage. Such a network effect is described as having a large audience as a desirable strategic advantage.

Keywords: strategy; entrepreneurship; logic; limitations; company's advantages; company's resources.

JEL codes: M13; M20.

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