

CONCEPTUAL APPARATUS, CLASSIFICATION SIGNS AND ETYMOLOGY OF STRATEGIC PLANNING OF SOCIO-ECONOMIC DEVELOPMENT OF THE STATE

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Abstract. *The existing classifications of the strategies of socio-economic development of the state have been improved with the selection of such classification features of these strategies, namely: normative; orientation; level of uncertainty and degree of risk; the relative strength of the strategic position; type of development; the basic concept of achieving competitive advantages; degree of aggressive behavior in competition; level of decision-making; stage of the life cycle of the state. The purpose of the article is to improve the conceptual apparatus, classification features and etymology of strategic planning of the socio-economic development of the state. The following methods were used during the research: retrospective-historical, dynamic, logical, systemic, comparative, abstraction, analogical method. The further development of the conceptual and categorical apparatus of the study was carried out by clarifying the essence of the concepts based on the process approach, namely: the strategy of the socio-economic development of the state (the vision of the subject of strategic planning of the desired state of the socio-economic development of the state in the long term, the most effective of alternative ways and the necessary means, processes and procedures for its achievement, in the presence of some set of external and internal environmental constraints); strategic management of the socio-economic development of the state (a system of subject-object relations arising in the process of state strategic planning, implementation and monitoring of the effectiveness of the implementation of the state's strategy aimed at solving the tasks of its socio-economic development); strategic planning of the socio-economic development of the state (the process arising as a result of the activity of the subject of strategic planning, which includes the determination of the strategic position of the state, the selection of alternative options for the optimal strategy of its socio-economic development, as well as the development of a strategic plan aimed at achieving strategic goals of socio-economic development of the state).*

Keywords: *socio-economic development of the state, strategic plan, strategic position of the state, strategic goals*

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Introduction. The definition of its terminological apparatus is of primary importance in the process of revealing the essence of the problem of strategic planning of the socio-economic development of the state. A significant number of studies of the fundamental theoretical problems of strategic planning led to a certain degree of divergence in the formulation of the main definitions, determination of the stages of the strategic planning process, and classification of strategies. In addition, the meaning of most of the main terms used in this field is defined at the legislative level.

This circumstance significantly limits the possibilities of effective application of modern strategic planning tools based on the process approach. This fact determines the need for systematization, generalization and clarification of the used research terminological apparatus.

Literature review. Fundamental issues of strategic management and planning

are considered in the works of such foreign scientists as Aaker D., Akoff R., Albert M., Ansoff I., Barney D., Bartlow K., Wiersema F., Gluck U., Goshal S., Jauch L., Doyle P., Drucker P., Saltison F., Kaplan R., Kleiner R., Kotler F., Quinn D., Mescon M., Mintzberg R., Mauborn R., Mockler D., Norton D., Omae K., Pearce D., Porter M., Rice E., Robertson R., Rowe A., Strickland A., Thompson A., Trout D., Tracy M., Hatten D., Hadowry F., Chan Kim St., Chandler A., Shendel D. and others.

However, it is possible to record the fact that researchers continue to search for terminological apparatus and effective methods of strategic planning of the socio-economic development of the state, which would meet the requirements of modern realities.

Aims. The purpose of the article is to improve the conceptual apparatus, classification features and etymology of strategic planning of the socio-economic development of the state.

Methodology. The following methods were used during the research: retrospective-historical, dynamic, logical, systemic, comparative, abstraction, analogical method.

Results. The use of the term "social and economic development" involves consideration of issues of state development taking into account the interdependence, interdependence and mutual influence of social and economic processes. The term "strategy" has been known since ancient times, it comes from the ancient Greek word "strategis", which in translation means "to lead an army". Initially, it was used in the military environment and meant the process of developing and carrying out combat operations necessary to gain an advantage and, as a result, victory over the enemy [1].

The term "strategy" does not have a clear definition. The study of the literature in the field of strategic management revealed a high level of interest of researchers in the term "strategy", which is evidenced by a significant number of attempts to formulate its definition. The content analysis of the formulations proposed by various researchers [2-8] showed the existence of significant differences in the meaning of the terms and allowed us to distinguish four approaches to the definition of the concept of "strategy" according to the fact that the researcher takes the concept of strategy as a basis.

Accordingly, these approaches can be characterized as follows: strategy as a system - characterizes the presence of the unity of a certain number of elements that interact with each other to achieve the set goals; strategy as a model is a real process in dynamics taking into account a certain set of factors; strategy as a plan - assumes that all changes are predictable, occur in the environment and are determined by internal and external conditions, subject to full control and management; strategy as a development process - is based on the fact that functioning within the framework of the chosen direction should lead the object of strategizing to the achievement of the set goal; strategy as a document (legislative acts of Ukraine) - provides for the recording of planned changes on information carriers.

The analysis of the interpretations of the concept of "strategy" by various authors [1, 3, 7] also allowed us to highlight the key characteristics of this category, namely: systematicity: it is necessary to define the entire set of elements of the concept of

"strategy" and establish the relationship between them; spatio-temporal conditioning - determines the need to account for space and time in the process of formulating the definition of "strategy"; resource availability - establishes the importance of reflecting in the formulation of the concept of "strategy" the dependence of the strategy itself on available resources; determinism by internal and external factors - determines the expediency of accounting for environmental factors.

In addition, the analysis [2, 4] showed the presence of two directions of action of the strategy: outsider - aimed at the external environment of the strategic object (ensuring competitiveness, market development, ensuring economic and other security, sustainable development); insider - aimed at the development of elements of the internal environment of the object of strategizing.

Based on the identified parameters, the following author's definition is proposed: the strategy of the socio-economic development of the state is the vision of the subject of strategic planning of the desired state of the socio-economic development of the state in the long term, the most effective of the alternative ways and the necessary means, processes and procedures for its achievement, in the presence of some set of limiters of the external and internal environment.

The proposed definition takes into account the presence of the following factors: resulting – a vision of the state of the strategic object in the future; temporary - the action of the strategy is aimed at the long-term perspective; resource - in order to achieve the desired state of the strategic object, the presence of certain resources is required; alternative - the most effective one is selected from the set of action options, the implementation of which should bring the system to the desired state; limiting – actions to achieve the desired state of the strategic object are limited by factors of the external and internal environment; adaptive - in order to achieve the desired state of the strategic object, it is necessary to respond in time to future changes in the internal and external environment; economic - involves taking into account the comparison of the obtained results and the costs necessary to achieve them.

It is obvious that different management subsystems have different goals regarding the desired state of the strategic objects managed by them. Therefore, there are quite a lot of types of state development strategies. In order to increase the efficiency of the process of development and implementation of the strategies of socio-economic development of the state, their clear classification is necessary. Based on the generalization of information from various sources on strategic management [1-8], taking into account the fact that there is a certain degree of analogy between the corporate and the meso- and macro-level of management, we will try to classify the types of state development strategies.

The analysis of existing classifications, as well as the author's definition of the strategy of socio-economic development of the state, given above, allow us to distinguish the following classification features of the strategies of socio-economic development of the state: normative; orientation; level of uncertainty and degree of risk; the relative strength of the strategic position; type of development; the basic concept of achieving competitive advantages; degree of aggressive behavior in competition; level of decision-making; stage of the life cycle of the state.

In some cases, researchers [6, 8] lose the relationship between the strategy of the strategic object and the strategies of its supersystems and subsystems. In the practice of developing and implementing the strategy of socio-economic development of the state, the strategies of socio-economic development of the regions that are part of them, strategies of types of economic activity are also not always taken into account. Therefore, it is necessary to distinguish the following types of state development strategies: international (global) strategies; state strategies; regional strategies. So, the strategy of socio-economic development of the state is formulated in connection with the strategies of its subsystems (regions, types of economic activity, economic entities) and supersystems (unions of states, other states) under the influence of internal and external environmental factors.

Next, by analogy, we will consider the etymology of the definition of "strategic management of the socio-economic development of the state" due to the fact that the strategic planning of the socio-economic development of the state is its main stage and an integral part. Strategic management was allocated to an independent direction under the influence of the following factors: increase in unstable external and internal environment; gradual transition from capital as the main factor of development to human resources; trends in the globalization of markets; scientific and technological progress; shifting the focus of management's attention to the external environment in order to respond appropriately to its changes.

The term "strategic management" was first introduced into scientific circulation in 1972 by the American economists D. Shendel and K. J. Hatten [8]. Most researchers consider the problem of defining the concept of "strategic management", limiting themselves to the framework of one or several characteristics [3, 5, 6].

The systematization of the presented definitions makes it possible to distinguish the attributive features of strategic management of the socio-economic development of the state: orientation to the future (long-term perspective); taking into account the dynamics of the external and internal environment; provision of economic and other benefits; making adaptive management decisions; process approach; system of management subject-object relations.

The main elements of strategic management of the socio-economic development of the state are also defined: object of strategizing; subject of strategizing; external and internal environment; strategic planning; strategic analysis; strategic goal setting; strategy; strategic plan; organization and motivation of actions aimed at implementing the strategy; strategic management decisions; strategic monitoring; adjustment of strategy.

On the basis of the selected attributes and elements of strategic management, the continuity of the author's approach to the concept of "strategy of the socio-economic development of the state", it is legitimate to define the category "strategic management of the socio-economic development of the state" as: a system of subject-object relations arising in the process of state strategic planning, implementation and monitoring of the effectiveness of state strategy implementation aimed at solving the tasks of its socio-economic development. In our opinion, this formulation reflects all the main characteristics of strategic management, namely: long-term orientation; the dynamism

of the environment, the adaptability of management decisions and, finally, the process approach, which assumes the presence of the main functions of management "planning - implementation (organization and motivation) - control", effective tools, and even the two-sidedness of any management process.

According to a similar scheme, we will trace the etymology of the category "strategic planning" and, based on it, we will try to define the term "strategic planning of the socio-economic development of the state". With the development of strategic planning, the content of this definition changed, supplemented and adjusted. Analyzing the given definitions of strategic planning by various authors [3-7], it is possible to single out the key, system-forming elements of strategic planning of the socio-economic development of the state: subject (public administration bodies); object (state); strategic analysis of the internal and external environment; strategic position of the state; the strategy of socio-economic development of the state; the strategic plan of socio-economic development of the state.

Let's reveal the meaning of these concepts, taking into account the definitions generally accepted in science. The subject of strategic planning is a person (or a group of persons) exercising managerial influence. In the case of the state, these are public administration bodies and officials. The object of strategic planning is what the actions of the subject of strategic planning are aimed at. In our case, it is actually the state itself. Strategic analysis of the state's development is an assessment of the impact of environmental factors on the current and prospective state of the state's socio-economic development in order to determine its strategic capabilities. The strategic position of the state is the current state of the state in the environment. The strategy of socio-economic development is a vision of the desired state of the state in the long term, the best of the alternative ways of achieving it, the necessary means of achieving it, in the presence of a certain set of external and internal environmental constraints. The strategic plan of the socio-economic development of the state is a document containing a list of measures necessary for the implementation of the strategy of socio-economic development, sufficient resources, responsible persons, as well as a set of indicators for achieving the strategic goals of the socio-economic development of the state.

Positioning the strategic planning of the socio-economic development of the state as a self-organizing system, we will present it in the form of a homeostat (that is, a system capable of independently maintaining the parameters of its functioning). In a homeostat, this approach is implemented by managing the system's internal contradiction (that is, the contradiction between the system's goal and its current state). In the homeostat, the element "subject of strategic planning" acts as a public management body. And the elements located at the opposite ends of the segments form the blocks "state" (strategic analysis of the state of socio-economic development of the state and strategic position of the state) and "desired perspective" (strategy of socio-economic development of the state and strategic plan of socio-economic development of the state). Between the blocks, as well as in each of them, there is a contradiction available for management by the subject of strategic planning.

The basis of the hierarchical organization of systems is the subordination of contradictions. The contradiction unfolds within the categorical pair

"identity/difference". Any contradiction can be understood through trends-vectors that have opposite directions. We will distinguish three areas, each of which contains a special set of categories, they will be: identity, unity, whole; existence; difference, many, parts. The categories "deceased/moving" express the transitions between the three mentioned groups. For the "strategic planning of socio-economic development of the state" system, we will establish the following contradictions: for the pair from the "state" block: strength-weakness (for the internal environment) and opportunities-threats (for the external environment); for the pair from the "perspective" block: state-prospects and expectations-reality.

In the process of analyzing the internal and external environment, the subject of strategic planning, acting as a pendulum, determines the current ratio of strengths and weaknesses (internal environment), opportunities and threats (external environment) of the socio-economic development of the state, i.e. determines its current position. On the basis of the current position and taking into account possible changes in the conditions of state functioning, the ratio of such contradictions as state-perspectives and expectations-results is determined, that is, a strategy for the socio-economic development of the state and a plan for its implementation are developed.

Conclusions. Having the images of the category "strategic planning of the socio-economic development of the state" visualized above, as well as based on the proposed definitions of the concepts "strategy of the socio-economic development of the state" and "strategic management of the socio-economic development of the state", the term "strategic planning of the socio-economic development of the state" is defined of the state" from the point of view of the process approach: strategic planning of the socio-economic development of the state is a process that arises as a result of the activity of the subject of strategic planning, which includes the determination of the strategic position of the state, the choice of the optimal strategy for its socio-economic development from alternative options, as well as the development strategic plan aimed at achieving the strategic goals of the socio-economic development of the state.

Author contributions. The authors contributed equally.

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