

Hrushyna A.I.
*Postgraduate Student,
National Academy of Managerial Staff of Culture and Arts*

FINANCIAL RESOURCES' STRATEGIC MANAGEMENT SYSTEM AND ITS SPECIFICITY IN CULTURE

In terms of continuous economic and political fluctuations, globalization, business entities are suffered from constant turmoil. In such times it is important to abstain from competitive position in the market, which is possible only by systematic management of organizations. This management should be strategically focused on ensuring financial stability and independence of the company, be based on the principles of consistency and comprehensiveness in order to increase capacity to respond quickly to changes in the environment. Accordingly, strategic financial management is gaining importance in the overall management of organizations.

The purpose of scientific research publications is the specific system and the strategic financial management of cultural institutions, which in turn led to the following objectives: to analyze the main stages of strategic management, reveal the essence of strategic management of financial

resources, determine its specificity in the field of culture.

Basic scientific provisions on the system and the strategic management of financial resources are considered. Established the main stages of management in organizations. The author offers a hierarchical system of strategic management in cultural institutions, considering specificity of their activities.

Generalization of theoretical positions allowed specifying and substantiating of features of the system of strategic financial management of cultural institutions, such as ownership and subordination, which leads to the state participation in the general process of forming a general strategy, and therefore forms a direct impact on the activities of arts and culture. Further research is the development of system of strategic management of financial resources specifically for cultural institutions, considering their specificity and hierarchy management.