

SECTION SOCIO-ECONOMIC

STRATEGIC PRIORITIES OF INNOVATIVE DEVELOPMENT OF PJSC “DNEPROVSKY INTEGRATED IRON&STEEL WORKS”: THEORETICAL ASPECTS AND PRACTICAL RECOMMENDATIONS

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Purpose. To define strategic priorities of innovative development of domestic metallurgical enterprise, to develop methodological recommendations for its economic indicators improvement.

Methodology. The dynamics of the main indicators of the domestic metallurgical enterprise activity are considered. The EBITDA indicator and factors influencing its formation are analyzed, strategic prospects of the metallurgical enterprise development are determined.

Findings. Research shows that the investment program of the PJSC “Dneprovsky Integrated Iron&Steel works” includes six strategic innovative components in various stages of implementation. In this regard, it is necessary to formulate basic strategic initiatives for management, namely: assessment of the possible cumulative effect from the use of optimal raw materials and fuel, the concept of creating an energy efficient enterprise, developing a schedule for work with blast furnaces (calculation of various options for production volumes, efficiency of the construction of a new furnace), the formation of the concept of an effective logistics scheme for the metallurgical products sale, taking into account the location on the Dnieper River, search for investment projects to ensure metallurgical spare compliance with environmental standards European level.

Keywords: analysis, strategy, development, metallurgical products, enterprise.

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