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FEATURES OF COMPANY'S STRATEGIC RESOURCE MANAGEMENT

Sustained success of the company depends on the availability of its unique resources and organizational abilities. Strategic assets are those assets and the ability of firms that provide enterprise with sustainable competitive advantage. Strategic resources consist of superior assets and distinctive capabilities. Strategic assets must be valuable to the organization, they should not be substitutes. Access to sources of competitive advantage allows creating strategic assets. We can distinguish the following sources of competitive advantage: the development of science and technology, position in society, law, qualified staff, creative ideas.

The formation of strategic resources is influenced not only by the quality of resources, but also

by their competitiveness in the market. To assess the strategic objectives, it is proposed to compare the results of some of the results of its competitors or related organizations. Also, remember that strategic resources are primarily business intelligence. No wonder that today we can observe tough competition between enterprise experts and professionals generalists.

Each company creates and uses different combinations of resources to achieve competitiveness in the market. Full use of the potential of each resource is an important task for management. In the process of enterprise's resource portfolio formation, special attention should be focused on the management of strategic resources.