

Отриманий результат є значним, адже у відношенні до загального доходу підприємства він становить 2,3%. Термін реалізації проекту дорівнює 3 роки. З огляду на економічну ситуацію в країні цей показник має вагомий характер, оскільки на фоні загального спаду традиційних процесів покращення основної діяльності цей підхід вказує на необхідність і доцільність проведення інноваційної політики щодо розвитку персоналу підприємств м'ясопереробної галузі загалом та можливість реалізації інноваційного потенціалу персоналу підприємства зокрема.

Таким чином, ринкові умови вітчизняної економіки, що супроводжуються мінливістю зовнішнього середовища і зростанням конкуренції, потребують від підприємств м'ясопереробної промисловості застосування адаптивного, прогресивного та перспективного підходу до формування організаційних структур загалом і кадрової складової зокрема. Формування такого підходу відбувається в межах стратегічного розвитку підприємств на підставі проактивних дій менеджерів, враховуючи при цьому вплив комплексу факторів внутрішнього оточення, що безпосередньо впливають на процес діагностики і подальше запровадження інноваційних заходів у діяльності відділу управління персоналом.

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## **CROSS SECTOR PARTNESHIP – RESEARCH METHODOLOGY**

The implementation of research constituting the subject matter of the discussed project will be mainly based, in its theoretical part, on the critical analysis and the review of Polish and foreign subject literature, legislation and unpublished sources (source documents) originating from the institutions covered, at the later stage, by empirical studies. Moreover, the methods of secondary data statistical analysis and the methods for documents analysis, using such information sources as reports, reviews, statements, will be taken advantage of. The research objective, in this area, will mainly focus of arranging theoretical knowledge referring to cross-sector partnerships in Poland, the selected European countries and Ukraine, their origins, essence, characteristics, etc.

The empirical research part will be mostly based on case study method, which represents the stream of interpretative methodology and an inductive orientation of management sciences, as well as supports the implementation of guidelines related to the so-called “methodological eclecticism”, and thus supports the research process and enhances both cognitive and pragmatic efficiency. Simultaneously, it can ensure the realization of methodological triangulation guideline assuming the need for the application of diverse and mutually corrective and verifiable methods, since a research process offers the possibility for taking advantage of different research methods and techniques [1, p. 205]. The concluding process will cover, to a great extent, the issues presented in research questions and the positive, or otherwise, verification of the put forward hypotheses.

The further research stage, due to the fact that in case of many problems providing just one correct answer is not always possible and the solution does not always allow for collecting information, only the available data will be compared [Cf. 2, p. 206]. Having considered the above, the inductive reasoning method should be used in the course of conducted research based on which, having performed empirical studies, the general conclusions about the researched subject matter and the underlying reasoning will be presented, which should, at a later stage, result in acquiring new knowledge in the area under analysis.

In the empirical part of the research the following research tools will be used:

- at the preparatory-theoretical stage – comparative method (critical analysis of the collected, preliminary research material), statistical methods, methods for documents analysis;
- at the conceptual stage – model-based method (research concept development), sampling method (the identification of research entities). The application of these methods will allow for an optimal preparation of further research stages, fundamental for the construction of research tools;

- at the primary stage – individual case study method facilitating the detailed and multidimensional analysis of cross-sector partnerships, participant observations, categorized interview questionnaires for the purposes of interviews, research results will be subject to qualitative data analysis. The research conducted using the above-mentioned tools will aim at extending knowledge about the crucial phenomena identified in the course of earlier research stages;

- the final stage will cover in-depth research conducted by means of an uncategorized interview, consultations in the selected entities referring to the research conclusions – the focus research method. The purpose of the meetings is to collect information for the needs of assessment and evaluation covering the obtained results of empirical studies. Moreover, the results of focus research will support the development of theoretical and postulate oriented models underlying the creation, establishment and assessment of cross-sector partnerships in Poland, the selected European countries and in Ukraine.

The research methods and tools applied in the theoretical and empirical part will allow systematizing the collected information as well as their subsequent analysis and the development of theoretical and postulate-oriented models for the creation, establishment and assessment of cross-sector partnerships in Poland, the selected European countries and in Ukraine.

The collected data and information will be subject to information analysis, comparative analysis and qualitative data analysis. As a result of the analysis performed in such way a set of guidelines should be obtained, related to an in-depth recognition and systematization of knowledge covering cross-sector partnerships, the establishment of research methods and tools facilitating both studies and comparative analyses in other countries. The data originating from categorized interviews will be subject to coding and processing using one of the programs for qualitative data processing e.g. NVivo, SPSS or STATISTICA. It should be emphasized that both, suggested research methods and the nature of the project, in terms of its subject matter and its scope, will require a relatively large number of foreign visits in order to conduct interviews, consultations or good practices exchange. Moreover, participation in conferences, workshops, scientific seminars and library queries are also planned, as well as the consultations with the entities participating in cross-sector partnerships. The obtained funds will also be spent on purchasing Polish and foreign literature and professional journals.

The equipment listed in the project constitutes the indispensable tools for conducting subject literature reviews and for empirical studies. It will be used, among others, to develop research tools, data analysis, the report and the monograph publication. Dictaphone, MacBook Air and an external memory will mainly be used in the course of field research.

#### Literature:

1. Matejun M., Case study method in research works by young scientists in the field of management sciences, [in:] Problems of Finance and Marketing Management, Research Studies of Szczecin University, no. 666, 2011 Szczecin
2. Zimbardo P.G., Psychology and life, PWN Scientific Publishers, Warsaw 1996.

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### **АКТУАЛЬНІСТЬ СИСТЕМИ СТРАТЕГІЧНОГО АНАЛІЗУ В УПРАВЛІННІ ПІДПРИЄМСТВОМ**

У сучасних умовах господарювання одним з важливих елементів стратегічного управління є стратегічний аналіз, спрямований на дослідження і встановлення впливу чинників зовнішнього середовища підприємства на досягнення поставлених економічних результатів і визначення потенційних можливостей суб'єкта господарювання в процесі досягнення власних цілей.