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Integration of project and strategic management

Currently, the practice of applying project management methods in various sectors of the economy is expanding. Managers of a number of industry leading companies, as well as state-owned companies, have realized the promise of intensive use of project management methods and tools - both for the implementation of specific projects and for strategically building business activities.

Therefore, it is important to understand the concept of strategic management in project management.

V. Bortoluzzi, J. Jamrog investigate the evolution of project management in modern conditions of sustainable development. T. Powell, H. Kerzner consider various aspects of the development of strategic management in these conditions.

A number of works are devoted to the strategic development of organizations based on project management [1,2].

Today, in various project management methodologies, the following groups of processes are distinguished: initiation, planning, implementation, monitoring and control, and completion. The following project management methodologies are distinguished: standardized, adaptive and combined. Application of one standardized methodology for project management may be ineffective due to the influence of the following factors: typology of projects; project sizes; external factors of risk and uncertainty.

Today, the following standardized methodologies are used: P2M, MSP (Managing Successful Programs), PRINCE2 (Projects in Controlled Environments), Agile. The analysis of these methodologies allows us to draw the following conclusions. MSP provides guidance on implementing corporate strategy through change programs. Identifies certain strategic units such as stakeholder strategy and benefits management strategy. PRINCE2 methodology focuses on risk management strategy; quality management strategies; communication management strategies; configuration management strategy.

Project management based on Agile is focused on strategic goals, prioritization of learning and development opportunities in project management [3]. It allows you to identify changes and quickly react to them. Compliance of projects with the general vector of strategic development of the system is ensured by value-oriented processes of management of interested parties.

The presented methodologies allow to determine the vectors of strategic development based on the use of SMART goals; determine the main values of project

management strategy and stakeholder relations with the project team. However, they do not take into account the influence of various external factors that have both positive and negative effects.

Therefore, today a new stage in project management is being identified, which has been called Strategic Project Management (SPM).

Strategic and project management are two interrelated areas that can interact in many ways. Strategic management focuses on the long-term goals of the organization, while project management deals with solving problems within specific projects.

However, the integration of project management and strategic management can lead to more efficient use of resources and improved performance.

In our opinion, it is possible to integrate these two areas in the following areas: defining strategic goals; management of risks; resource planning; monitoring and control; use of technology.

Projects should be focused on achieving the organization's strategic goals. When designing a project, you need to ensure that it is in line with the organization's strategic plan, otherwise its execution may be futile. In addition, project goals must be aligned with the overall goals of the organization to ensure integration between strategic planning and project management.

Risk management can help identify potential risks to achieving strategic goals and develop strategies to manage them within specific projects.

Integrating these areas can help determine what resources are needed to achieve strategic goals and how to optimally allocate them among projects.

A project management service is a powerful tool that can help integrate project management and strategic planning. This opens up new opportunities for defining strategic goals, managing risks, planning resources and monitoring project progress.

Literature

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