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STRATEGY AND TACTICS OF PUBLIC-PRIVATE PARTNERSHIP IN FOREIGN ECONOMIC ACTIVITY

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Abstract: *The article examines the prerequisites, methodological tools for the formation and implementation of public-private partnership (PPP) strategy in foreign economic activity, which allowed us to say about the low level of tactical PPP planning. In order to increase the level of effectiveness of PPP, the article has formed a sequence of strategic planning and recommended tools for the formation of tactical approaches to the implementation of PPP strategy in foreign economic activity.*

Keywords: *public-private partnership, foreign economic activity, strategy, tactics, suffix tree, planning.*

For the successful implementation of public-private partnership (PPP) in foreign economic activity, it is necessary to ensure coherence of goals, strategies of socio-economic development of economy and regional development, regulatory documents in the field of national economy, etc. This can be done through strategic planning of PPP.

As a result of research of preconditions, methodological tools for

the formation and implementation of public-private partnership (PPP) strategy in foreign economic activity it was revealed: the lack of general rules for the formation of the PPP strategy, the possibility of using various strategic planning tools, a low level of tactical planning of PPP, etc.

In order to increase the level of effectiveness of PPP, the article has formed a sequence of strategic planning,

containing the following stages: information support for strategic planning; determination of legislative government priorities, research of the strategy of socio-economic development of economy, regional development and strategic documents regulating the spheres of national economy and types of economic activity; selection of methods intended for the analysis of factors influencing PPP; analysis of factors of influence on PPP; substantiation of the strategy selection toolkit and the formation of strategic alternatives; selection of PPP strategy; legalization of the PPP strategy by adopting the relevant regulatory legal act; development of functional strategies (production, personnel, investment, PPP strategy in foreign economic activity, etc.). To implement the PPP strategy in foreign economic activity, a toolkit for the formation of tactical approaches is recommended, which involves the use of elements of the suffix tree.

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