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THE EXPORT STRATEGY IN THE MODERN SYSTEM OF PUBLIC ADMINISTRATION

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ABSTRACT. The article reveals theoretical approaches to interpretation and formation of the concept of macro strategic hierarchy and one of its the most important elements – export strategy. There was made a critical research of the existing scientific studies devoted to the problem of the efficient use and development of the national export potential. There was improved the existing system of factors that influence the formation of the export strategy, determined the key current imbalances of the Ukrainian export flows and offered the directions concerning the improvement of the existing practices of domestic export strategy formation with a view to levelling negative effects.

KEY WORDS: public administration, public policy, macro-strategy, hierarchy, macro-strategy hierarchy, export strategy, factors of formation of the public export strategy, export competitiveness, export potential, Ukraine export.

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