

Strategic planning of the industrial park activity in private government partnership

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It is examined Industrial Parks (IP) development strategy elaboration (stages of the process, level of management influence, structuring of information) by private IP, and IP organized on a basis of private government partnership (PGP). Several approaches to strategic planning organizing (the most structured one — corporate planning, based on a weaker management influence iterative one — logical incrementalism, based on a managers' intuition and practical expertise one — muddling through, based on urgent solutions of sudden issues searching one — garbage can) have been analyzed. The results of the research show that managers of the private IPs often organize the strategic planning process using low technological approaches related to intuitive and spontaneous activities. IPs organized on a basis of PGP use more technological iterative approach providing an effective organizing of all stages of strategic planning.

Keywords: *strategic planning, industrial parks, private government partnership, stages of the process, structuring of information*

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