



**МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ
НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ
УНІВЕРСИТЕТ
КАФЕДРА МЕНЕДЖМЕНТУ ТА ПУБЛІЧНОГО
АДМІНІСТРУВАННЯ**



**X науково-практична конференція
з міжнародною участю**

**«Професійний менеджмент
в сучасних умовах розвитку ринку»**

1 листопада 2021 року

матеріали конференції



м. Харків
2021

Леоненко К. Р., Носова О. В. Актуальні питання інноваційного менеджменту для ведення бізнесу	99
Несен М. А., Носова О. В. Роль інформаційних технологій в управлінні інвестиційною діяльністю	101
Панасенко К. М., Глєбова Н. В. Інноваційний розвиток підприємства – перспективні шляхи його економічного зростання	103
Посвенчук А. А. Технологическое предпринимательство как инновационно-инвестиционный проект на предприятии	105
Примшиц В. Д., Семашко Ю. В. Роль информационной безопасности в условиях развития цифровой экономики	108
Стефанюк Б. В., Бугріменко Р. М. Обґрунтування заходів щодо оптимізації фінансової структури капіталу підприємства	111
Шавлак М. А. Особливості інноваційного розвитку регіонів України	113

СЕКЦІЯ 4. СТРАТЕГІЧНИЙ МЕНЕДЖМЕНТ

Overchuk A. O. Features of strategy formation by Ukrainian airports	117
Prima A., Bielova O. I. Xbox: The Ultimate Strategic Management Survival Tools	120
Tkach D. V. Personnel management systems and their impact on the efficiency of the enterprise	123
Tselitan Y., Lytvynenko L.L. Peculiarities of international strategic partnership development in the competitive environment	126
Yuzuk M. The drivers and obstacles of Ikea market	128
Аль-Махамід Зейн Ель-Абідін, Рогуля О. Ю. Дослідження факторів зовнішнього середовища фармацевтичної організації	130
Байструк О. В., Радионова Л. О. Стратегія управління соціальним розвитком регіону	131
Бугріменко Р. М., Смірнова П. В. Системно-еволюційний підхід як інструмент стратегічного менеджменту	134
Дегтярьова А. Ю., Козирєва О. В. Шляхи вдосконалення системи енергоменеджменту на підприємствах	137
Дорофєєв М. Д., Світлична К. С. Удосконалення системи стратегічного управління на підприємстві	140
Єпіфанова І. Ю., Белінський Ю. Я. Оцінка ефективності управління фінансовими ризиками підприємств машинобудування	142
Князєва В. Ю., Зоїдзе Д. Р. Удосконалення управління витратами на підприємстві	145
Кравченко А. С., Смірнова П. В. Новітні особливості стратегічного управління підприємством	147
Кривоніс К. А., Радіонова Л. А. Управління конкурентоспроможністю регіону	149
Мележик А. В., Радіонова Л. О. Управління соціальною згуртованістю регіону	152

Xbox: The Ultimate Strategic Management Survival Tools

*Prima A., Student at the Department of International Economic Relations,
Business and Management, Ukrainian-American University Concordia
anton.prima@uacu.edu.ua*

*Bielova O. I., PhD, Associate professor at Marketing and Behavioral
Economics department, «KROK» University
bielovaoi@krok.edu.ua*

Gaming industry has become one of the most profitable businesses to rise within our modern era and construct such an elaborate strategic management system. For instance, according to Statista.com, the global gaming audience or «gamers» have spent approximately more than 54 billion U.S dollars on video games and additional content in the year 2020. This single data alone proves the variable that the gaming industry shouldn't be taken naturally, but rather to embrace it as a force which shouldn't be reckoned with. Yet, the majority of society believe stereotypes that those companies operate in the basement producing small projects for limited quantity of people, yet Xbox which is one of the leading gaming industries decided to use strategic management tools such as Pestle, SWOT, and Porter's Five forces analysis to become the dominant force in producing hardware and software in the video game industry.

Xbox is a video game brand which was created by Microsoft which provides services and products such as video game consoles, applications (videogames), streaming services, online Xbox service, and development of games by «Xbox Game Studios». Xbox is a global enterprise which means that they function differently compared to other relative business globally [1, 5].

The first type of analysis that Xbox corporation uses to project growth and their major downfalls which could hinder them is PESTLE which consists of factors such as political, economic, social, technological, legal, and environmental factors. For political factors Xbox decided to take an approach where they benefit from policies such as the US-China trade which gives an upper-hand because as a video game brand it allows the company to be favored and bend even certain political parties'/candidates' ideologies/views. For economic factors Xbox is known as a luxury item brand which doesn't form a part of the basic needs for most of suburban middle-class houses meaning that it's not available for all incomes. That's why the brand decided within the recent years to focus on customizing the hardware and focusing on political aspects of pestle with China to make their products cheaper and more sensibly affordable to the general public. In social factors Xbox still to this day is impacted by the youth at an exponential rate that's why it's crucial for them to maintain this status quota and attempt to expand other horizons with various demographics. For instance, more than 51% of women are an involved in video games and people over the age of 35 are also a major contributor that's why following the stereotypes that video games are only for young males will limit the growth of Xbox corporation. Yet, for technological aspects that's where Xbox shimmers brightly because Microsoft decided to invest exponentially major funds

into perfecting the products for future sales. The issue is that for technological factor “PlayStation” has been a major competitor that’s why staying stagnant is unreasonable for Xbox which means that new features and services have to be launched to attract various consumers into the Xbox family. Legal factors which Xbox had to face as a video game business is staying updated and in touch with various international patents, copyrights, and even legal restrictions. The issue with modern games today is that it’s easy to plagiarize games which have similar mechanics or gameplay which could result in lawsuits from other companies who own the rights of the original game. Not to mention, age restrictions are also a major issue for most gaming companies as not abiding those rules could result in nations to prohibit the brand and hinder the sales of that specific nation. Lastly, for environmental factors Xbox decided to just focus on sustainable future such as limiting emissions by more than 75% and even address reducing resource consumption by 20% by the year of 2030. The solutions that the corporation has been implementing to solve those statistic is “Xbox Cloud Gaming” which allows any hardware to play any types of video games without having the necessity to purchase top of the line equipment by saving the environment and even addressing a market niche which is commonly gamers with limited resources [4].

After discussing about PESTLE, Xbox decided to not limit themselves and even focus on SWOT analysis which consists of: Strengths, Weaknesses, Opportunities, and even Threats. The thoughts which comes to managers’ mind is what SWOT analysis could a video game corporation address if they don’t have any major restrictions, however Xbox did face issues which have to be resolved that’s why they focused on SWOT analysis. For instance, for strengths that Xbox emphasized on greatly was the brilliant games, deep resource pockets, high-resolution games, controller design superiority, and even competitive pricing compared to «PlayStation» and even «Nintendo». For weaknesses, Xbox without any mercy knew that they had to address issues which included high pricing of video games, minimal upgrades, «PlayStation sales» and taking over dominant Japanese video game company «Nintendo» which took over most of major markets because of the all-time classics they maintain. However, Xbox also decided to address their opportunities they have compared to any other gaming brand which is their online game, exclusive games, subscription, and constant sales, yet the threats they have to take into consideration the mature markets, constant competition as other competitors also implement same strengths, and console sales. We can already envision that even though the SWOT analysis isn’t a major strategic management statistic which gives detailed information it’s still highly valued and used constantly to address certain factors which could be sometimes in plain sight, that’s why Xbox isn’t taking any risky chances by addressing them instantaneously [2].

The last statistic which isn’t very common in the management sphere, yet is highly valued for its information value is Porters five forcens analysis. For instance, Xbox Threats of new entrants’ addresses aspect such as economies of scale, the product differentiation within the industry, capital requirements, government policies, and even access to distribution network were all variables that Xbox decided to focus