**Kryzhanovskyy O.M. Main areas of strategy implementation to prevent crimes in economic activity.** An attempt is made to theoretically summarize and solve the scientific problem in a new way, which is to develop measures for the formation and implementation of a strategy for preventing crimes in the field of economic activity.

Crime, as an ancient social phenomenon, is constantly changing. These changes depend on the economic and social development of society, the level of development of productive forces, forms, types and trends of the existence of crime. In different socio-economic periods of the Ukrainian society, the degree of danger of crime in general and crime in the field of economic activity, declined or increased. Especially rapid growth of crime in general and its most dangerous forms occurs in the conditions of deep economic crises, large material and spiritual costs of the domestic market economy, a long and lasting decline in production, a sharp and sustained decline in the living standards of the population, the struggle for redistribution of property and rapid social stratification of society.

It is under such conditions that society is especially dangerous for the progressive development of the country. It is economic crime, the majority of which are crimes envisaged by Section VII of the Special Part of the Criminal Code of Ukraine "Crimes in the Sphere of Economic Activity".

The analysis of the state of preventive work of the actors of counteraction to economic crime testifies that at present the prevention of crime in the field of economic activity is paid insufficient attention. The reason for the current situation is general for preventive action, since all efforts of law enforcement bodies are mainly aimed at stopping and disclosing specific crimes.

It was established that prevention of crimes in the field of economic activity is possible only on the basis of a set of measures aimed at overcoming all economic crime, elimination of factors contributing to committing crimes in the field of economic activity. These are economic measures, a set of organizational, technical, legal and educational measures.

**Keywords**: economic activity, crime, economic crime, crimes in the sphere of economy, crimes in the sphere of economic activity, prevention of crime, strategy of counteraction to crime.