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Shevchenko E.A.

**«ACTUAL PROBLEMS OF MUTUAL RELATION OF THE POWER
AND SMALL BUSINESS»**

The Stavropol state agrarian university

This work about the basic problems of development of small business and its interaction with authorities, and also some measures on improvement of mutual relations of the power and small-scale business.

Keywords: the power; the state; small business; interaction; problems; development.

This work about the basic problems of development of small business and its interaction with authorities, and also some measures on improvement of mutual relations of the power and small-scale business.

Keywords: the power; the state; small business; interaction; problems; development.

Small business still experiences serious difficulties for which overcoming consecutive work, first of all, on the further perfection of the legislation, financial support of small-scale business is necessary, for increase of efficiency of regional programs of development of small business, on elimination of administrative barriers, overcoming of the corruption seriously constraining economic development of the country [5].

The main problem constraining today development of small-scale business, according to numerous sociological researches and polls of businessmen, imperfection of the legislation, the taxation and financially-credit mechanisms is. Besides, small-scale business is guided mainly by population service, therefore its difficulties are in many respects connected and with low solvent demand of the population [2].

Especially it is necessary to notice that development of small business restrains numerous administrative barriers, especially at registration of the enterprises,

licensing of kinds of activity, allocation of industrial and trading premises, realization by the supervising organizations of kontrolno-auditing functions, numerous and not always defensible checks. According to the authoritative experts, every tenth rouble is spent by businessmen for overcoming of the administrative barriers refined built by officials [3].

For overcoming of difficulties of development of small business it is important to study them and to develop legislative and other measures of their decision. The major problem is improvement of mutual relations of the power and small-scale business. In this plan one of problems – to involve representative and executive powers of the power, ranking officers of local governments, enterprise community in discussion of essential problems of development of small business, process of development of offers for public authorities of all levels, creation of the corresponding legal field promoting development of small business. Among these problems not only effective interaction of the power and small-scale business, but also special modes of the taxation, questions of financing and small-scale business crediting, and also problems of labor relations and social protection of businessmen and hired workers [1].

In mutual relations of the power and small-scale business clearness and a transparency are necessary, first of all. And it is possible, if mutual relations are constructed on the basis of accurately registered statutory acts. That is why an important direction of interaction of the power and business is involving of associations of businessmen in нормотворческий process, in preparation of changes in is standard-legal base of small business, examination of projects of laws. Unfortunately, at municipal level businessmen while are separated and can't defend the interests properly. To help businessmen to unite is a problem which is necessary for incurring to large associations of businessmen [4].

These are some problems of development of small business and its interaction with authorities. The huge potential of small-scale business is not realized because of administrative barriers, corruption, an arbitrariness of officials. The major means of the decision of these problems is legislation perfection, working out of the

anticorruption legislation and the ethical code for the businessman and administrative ethics for the official.

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Dyulberova D.A.

E-GOVERNMENT AND INFORMATION-ORIENTED SOCIETY

Perm State National Research University

The article is concerned with the information-oriented society, its features and its relationship with e-Government. The author analyzed key aspects of effective implementation of e-Government.

Keywords: public management, information-oriented society, information telecommunication technology, e-Government.

In the middle of XX century because of scientific and technical revolution the Society entered into a new information-oriented era. Scientists differently define new

type of society. In spite of definition variety there are basic tendency of information-oriented society:

1. Knowledge is fundamental resource of society development. Information is subject of sale. Innovation is of great value.
2. There are computerization of all area of social life, automation and robotization of manufacture and management. There is increase of information content.
3. There are global communication networks. There is rapidly development of produce and sale of information telecommunication technology and equipment.
4. Knowledge information is foundation of scientific and technical advance and socioeconomic progress.
5. Regional socioeconomic progress depends of produce, storage, processing and distribution of information in society.
6. There are global economy, global production and global communication. Competitive position of countries depend of information involvement, information infrastructure and information product.
7. Information content is of high quality. Global information infrastructure (GII), information equipment and information content are accessible to the public.
8. Manufacture and service industries focus on customer's needs, improvement of quality. Way of product development is co-creation by producers and customers.
9. There is democratization of society and public management. e-Democracy is implemented. Self-government institutions are developed.
10. Data security and information system security are burning issues. Information about public agency, social organization, political organization and business are accessible. Private information is protected.

11. Client-centered approach is put into public management. Time-saving is value of society and public administration. Public management is effective, result-oriented and flexible.

These features will made reference in Russian and international legal texts dealt to the information-oriented society. For example, Okinawa Charter on Global Information Society (2000), Declaration of Principles «Building the Information Society - a global problem in the new millennium» (2003), Tunis Agenda for the Information Society (2005), Development strategy for the information society to Russian Federation (2008) and etc.

Official purposes of information-oriented society are rise in living standards, observance of human rights, democratic development of public management, social and political development, economic advancement and implementation human creative potential.

Management of modern society, management of social and economic territorial development bases on information telecommunication technology. Global information infrastructure, new communication facility and global communication networks modify public management. New technologies make it possible to communicate irrespective of location and time. Thereby eGovernment is stage of public management in the information-oriented society.

eGovernment is new e-form implementation of the duties of public authority and municipal officials on the bases of internal information infrastructure (enterprise networks) and external global information infrastructure (connecting citizens, public agency, social organization, political organization and business).

It is important to know computerization of public management does not improve management immediately. Implementation of eGovernment must correspond to key aspects of complete strategy of eGovernment. In this case eGovernment become client-centered, result-oriented and more effective. Task success depends on psychological and cognitive readiness of users and available relevant information.

In conclusion, eGovernment is conception of public and municipal management to the information-oriented society. The main point of the conception is not just e-

form of communication; it is client-centered management approach, self-government and partnership in problem-solving.

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Gorelova T.P.

THE DIRECT MARKETING OF THE INNOVATIVE LEARNING

The Moscow state university of economy, statistics and informatics (MESI)

The article is devoted to the direct-marketing of the innovative learning. The author reveals the specifics of direct-marketing of innovative training and regards it as an interactive system of marketing communications focused on establishing a personalized interactions with the consumer of educational services.

Keywords: innovative training, marketing communications campaign, personalized approach, the education market, DM-communication tools.

Constantly increasing competition on the market of educational service forces educational institutions and manufacturers of these services to apply new ways of

promotion: they do not wait until the consumer wants to become the user of innovative educational service, and purposefully work on the target audience, providing information on the benefits from the use of innovative training and offering convenient forms of work for the consumers.

The promotion of innovative learning is achieved via the tools of the marketing communications, which allow to inform the consumer about the educational products and to make them react. Effectiveness of promotion policy depends on non-standard communicative campaign. One of such methods is direct marketing.

The main advantage of the direct marketing technologies are: the individuality, which is the orientation to the definite consumer; the efficiency - the offer to the particular user is formed very quickly; the possibility of the fast response on the part of the user (an order form on the internet); updating that is the correction of messages depending on the response.

The potential consumers are the target audience, who may express their interest to innovative learning. The advantages of direct marketing to the consumers of innovative learning:

- saving time (the work with the source of information in any time convenient for the user).

- the independence in decision-making (one can safely explore the range of electronic educational service and provide a comparative analysis of other companies offering the given type of service.

- convenience (the opportunity to make the contract on the purchase without leaving your home/office).

The advantages of direct marketing for the university can be expressed in the following:

- to develop differentiate offers accordant to the target market segments;

- to build long-term relations with customers;

- to give complete information;

- to save employees time (working with all the clients at a time, there is no need to establish personal contact with each consumer separately);

- to monitor the promotion effectiveness.

Therefore the main task of direct-marketing in the educational market is a tendency to cause the consumer's desire to communicate with the sender of the message, to respond to the message and to establish personal relationship with him. The strategic task of direct marketing of innovative training is the sounding of the educational market and the identification of potential consumers in quantitative and qualitative terms.

Direct marketing of innovative learning is interactive communications system based on the information and communication media and focused on the establishment of personalized interactions with innovative learning consumers (see fig.1.).

Any direct - marketing campaign begins with the identification of goals and tasks the organization is facing. Methods of communication may be different depending on the purposes of promotion of the innovative learning and those purposes are as follows:

- 1) to inform the potential consumers of innovative educational services;
- 2) to maintain the loyalty of existing customers,
- 3) to attract new users

While direct marketing campaign is being developed, it is important to determine whether the planned communication will be only once or will be the part of the regular work with customers.

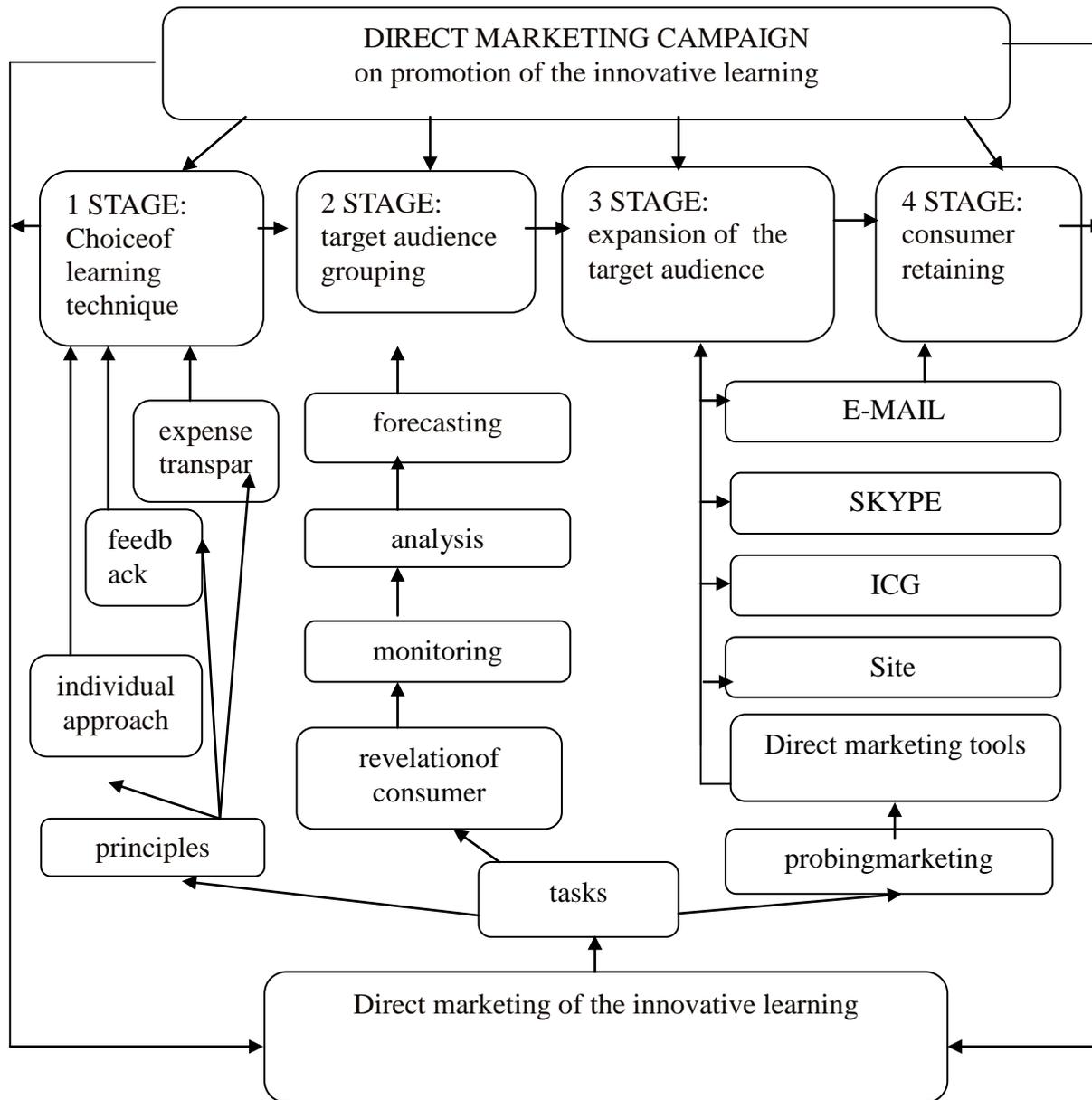


Figure 1. Direct marketing campaign on promotion of the innovative learning

The direct marketing campaign consists of four stages:

The initial stage of the direct marketing of innovative training includes: the analysis of didactic tasks, age and professional peculiarities of potential users; the choice of a particular technology appropriate to the objectives and circumstances and its implementation; the determination of the content of training in the borders of the educational field, the modules, training elements, creating a logical scheme of their study; the design and development of didactic support of innovative learning within the competitive field of development.

The next stage is the formation of the target groups, which can occur on the basis of the initial data, the organization has got in the course of work (information on appeals of educational service, etc.).

Forming policy of promotion universities develop the complex of measures and activities, based on the use of modern informative technological tools for distributing the information and establishing contacts between the trainees and trainers.

Marketing communication is based on the basis of marketing data, which helps to understand the preferences of each user and personalize the offers in accordance with their requirements.

The third step is an acquisition of new customers. For the expansion of the target audience it is necessary to develop not only loyal pricing policy, but also to offer a spontaneous response of the consumers.

The 4 stage is the existing retaining customer and further development of relationship with them. This is possible through such elements of communication policy as: 1) a proposal of a special (individual) learning schedule; 2) development of the programs for possible increases of the education level in the future; 3) informing the user about new programs and educational courses.

It is necessary to consider the options for the implementation of the DM-media communications at the promotion of innovative training. The Innovative learning - is a specific commodity, therefore, it is necessary to explain its features to the potential consumer. Direct marketing is not just a marketing tool of communication - this is business communication (see fig. 2). As to the innovative learning it is important to establish a contact (dialogue) with the consumer.

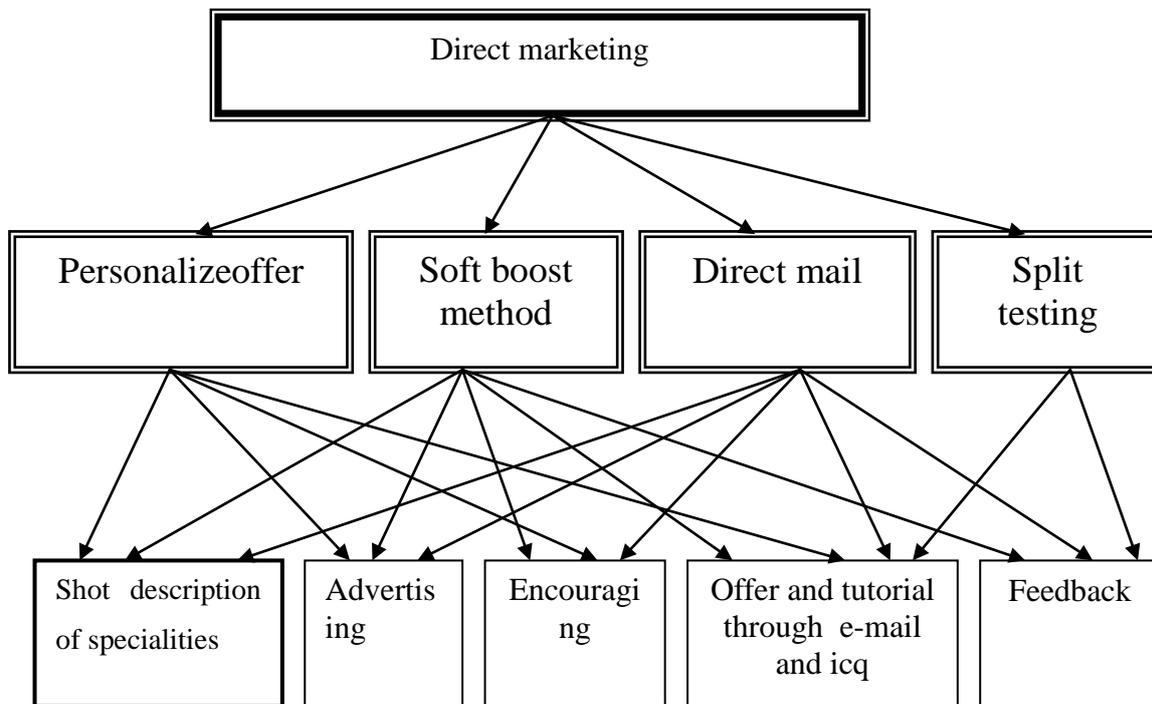


Figure 2. Methods direct marketing in promotion of the innovative learning

The soft boost method allows to achieve an increase in loyalty of the consumers, to convince them in the profitability of this offer, to make them feel satisfaction of the consumption of the innovative learning. This method involves the use of the following instruments of influence on the consumer: advertising of educational institutions in the Internet, short descriptions of specialties, consulting through e-mail, icq and other interactive communication media.

The effectiveness of direct marketing activities depends on the following components:

- target audience data base(this data base is the formed target audience and the corresponding mobile database (phone,e-mail, etc.).
- creativity (creativity as a tool of DM-activities aimed at the achievement of the purposes of the direct marketing campaign).
- providing information to consumers \ intermediaries and establishing the feedback with them.

Conducting marketing promotion of innovative learning educational institution relies on a database of information. It is made by its' own forces or acquired through

intermediaries. The choice of the forms of communication is determined taking into account the goals facing the company, desired outcomes and characteristics of the target audience. The personal contact leaves in the mind a bright trace, that is interacting with a customer on a personal level is the emotional attitude is made. The impact on selected target audience will be as better as bigger. But a much greater effect will be brought by a detailed offer for each target audience.

CID: J21205-421

Voigt V.

PR MANAGEMENT FOR BUSINESS SUCCESS OR FAILURE

Вінницький національний технічний університет

A goal of this report is to explain the essence of PR management, its tools and influence on business. Another goal is to show the biggest flops of well-known world companies for our businesses for what not to do.

Keywords: PR management, press release, media kit, interactive social media outlet, black public relations.

Public relations management is a multifaceted activity involving different audiences as well as different types of organizations, all with different goals and objectives.

An earlier definition of public relations management, by The first World Assembly of Public Relations Associations held in Mexico City in August 1978, was "the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest."

Now PR management describes the various methods a company uses to disseminate messages about its products, services, or overall image to its customers, employees, stockholders, suppliers, or other interested members of the community.

The point of PR is to make the public think favorably about the company and its offerings.

PR management is one of many keys to successful business. In addition to conveying value to the public to include the media, PR entails managing internal and external messages, which may enhance or diminish a brand [1].

Some of the main goals of PR management are to create, maintain, and protect the organization's reputation, enhance its prestige, and present a favorable image. Studies have shown that consumers often base their purchase decisions on a company's reputation, so PR can have a definite influence on sales and revenue.

Another major PR goal is to create good will for the organization. This involves such functions as employee relations, stockholder and investor relations, media relations, and community relations. PR may function to educate certain audiences about many things relevant to the organization—including the business in general, new legislation, and how to use a particular product—as well as to overcome misconceptions and prejudices.

Effective PR management requires a knowledge, based on analysis and understanding, of all the factors that influence public attitudes toward the organization.

There are various tools that can be used in the practice of PR management. Traditional tools include press releases and media kits which are sent out to generate positive press on behalf of the organization. Other widely used tools include brochures, newsletters and annual reports. Increasingly, companies are using interactive social media outlets, such as Blogs Social media (Twitter, Facebook etc.) as tools in their public relations campaigns. Unlike the traditional tools which allowed for only one-way communication, social media outlets allow the organization to engage in two-way communication, and receive immediate feedback from their public.

One of the most popular and traditional tools used by PR professionals is a press kit, also known as a media kit. A press kit is usually a folder that consists of promotional materials that give information about an event, organization, business, or

even a person. What are included would be backgrounders or biographies, fact sheets, press or media releases, media alerts, brochures, newsletters, photographs with captions, copies of any media clips, and social mediums. With the way that the industry has changed, many organizations may have a website with a link, "Press Room" which would have online versions of these documents.

Although advertising is closely related to PR as it is also concerned with promoting and gaining public acceptance for the company's products. But the goal of advertising is generating sales, while the goal of public relations is generating good will. The effect of good public relations is to lessen the gap between how an organization sees itself and how others outside the organization perceive it [2].

Negative PR management, also called black public relations (BPR), is a process of destroying the target's reputation and/or corporate identity. In other words, instead of concentrating efforts in the maintenance and the creation of a positive reputation or image of your clients, the objective is to discredit someone else, usually a business rival. The most famous example is Coca-Cola and Pepsi war. Coca-Cola and Pepsi are rivals each other trying to dominate the carbonated soft drink market. Both brands are undergoing global advertisement war through print ads and video ads, trying to stay on top of each other.

Sometimes good companies make very bad decisions. For example, 27 years ago, Coke unleashed what would become a classic lesson in business schools for what not to do: the launch of **New Coke**. In 1985, the company tried to replace its century-old cola formula by marketing this newer version in order to compete with Pepsi. Consumers protested, lighting up the switchboards at Coca-Cola. That was the end of New Coke, and the tried and true formula returned to the shelves.

Unfortunately companies continue to make bad products they think people will buy. So, some big flops of well-known companies:

Cosmopolitan Yogurt

Cosmopolitan has 58 international editions, is published in 36 languages and is distributed in more than 100 countries, making it one of the most dynamic brands on the planet. So it should do what it does best. One thing Cosmo does not do best is

brand and sell yogurt. Yes, yogurt. From the time of its release, the yogurt was supposedly off of the shelves in 18 months. And it's a really bad index for any product.

Colgate Kitchen Entrees

Colgate decided to use its name on a range of food products called Colgate's Kitchen Entrees. Needless to say, the products did not take off and never left U.S. soil. The idea must have been that consumers would eat their Colgate meal, then brush their teeth with Colgate toothpaste. The trouble was that for most people the name Colgate does not exactly get their taste buds tingling.

Earring Magic Ken

Barbie and her companions have gone through many incarnations since her creation in 1959, but none is more infamous than "Earring Magic Ken" with classy tuxedos, suits and t-shirt, purple leather vest, and earring. Pretty soon "New Ken" was dubbed "Gay Ken." And parents were not pleased with his fashion-forward style. After an article focusing on Earring Magic Ken appeared in 'The Stranger' newspaper, the company discontinued production and recalled poor Ken and his earring off the shelves [3].

So, being it the mall and choosing something bear in mind the quality and safety of product or service, but not good PR.

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Mokeyeva E.I., Karmakov, V.V.,

Mishustina T.V.

THE USE OF INTRALABORATORY QUALITY CONTROL FOR
IMPROVEMENT OF TESTING LLC "NZMP"

LLC "NZMP" Novokujbyshevsk / SamSTU, Samara, OAO "Refinery" / SamSTU, Samara; of SNVIINP, Novokuibyshevsk / Samara State Technical University, Samara

This paper describes a general approach to the introduction of intralaboratory control to meet the requirements of ISO 9001:2008 in refineries.

Keywords: intralaboratory quality control (WFC), the testing laboratory (IL), quantitative chemical analysis (ha), the accuracy characteristics, convergence, reproducibility, precision, maps Shewhart.

LLC "Novokuibyshevsk oils and additives" - large-capacity, energy-intensive, multi-company, the main production activity is the processing of crude oil, production of various grades of oils and additives. Finished products are provided by a wide range of mineral oils and additives, is sent by rail from two racks (front loading of twenty-wagons). Additives of various brands of vehicles are shipped on a separate loading rack.

An important structure in the production of marketable products is the testing laboratory (IL). The main products of the IL is information on the composition and properties of substances, materials and other facilities provided in the form of test results (measurements or quantitative chemical analysis (ha)), often decorated in the form of test reports. Product quality is the quality of the IL test results and the quality of test design. Each test result must have a certain set of properties that characterize the quality of its accuracy, reliability, minimum required accompanying information, etc.

During testing of products produced by LLC "NZMP," the main task of the laboratory is to obtain reliable information about indicators of quality of oils, oils

with additives and additives necessary for the subsequent confirmation of its compliance based on the controlled production requirements.

In accordance with the requirements for the competence of the laboratory shall have documented procedures:

- Demonstrate the adequacy of the process of testing all the requirements of normative documents for the test method (ie, demonstrate the possibility of obtaining laboratory test results with an accuracy that meets the requirements of the standardized test method);

- Organizing and conducting (with proven adequacy), QC test results.

Before the introduction of ISO 9001 in the laboratory control of the stability of the test results carried out by matching the results of accuracy characteristics such as convergence and reproducibility of the test method. Since the methods of testing are State Standards for petroleum products, designed for a long time, they do not meet modern requirements. Not all documents are displayed precision characteristics: either reflected not in full, or presented in graphs that do not cover the entire range of possible measurements that did not give an objective picture of the results. The results can be assessed only in terms of convergence and reproducibility, and an important indicator of the adequacy of the results is the precision of INTRA. As a result, the process control test results had not been quite effective, there are considerable risks of production of defective products and economic losses.

INTRA-precision control gives a realistic picture of the test results, affecting all the possible variations of changes in test conditions, such as time, environmental conditions, the use of all equipment, human factors, etc. Also, in the within-precision, you can quickly track down the possible deviations from the normal instrument operation modes, or failure of the device without any visible changes. This will not prevent the receipt of incorrect measurement results on the first stage of the preparation of commercial products and to take prompt action to remove inconsistencies. Also, the within-precision statistics will record the improper operation and develop a plan of corrective actions to prevent similar situations.

In accordance with the requirements of the standard for laboratory testing, process monitoring tests should be carried out using the procedure of internal and external quality control test results with the mandatory procedure controls the stability of the test results over time, ie with elements of statistical process control testing (quantitative chemical analyzes or measurements). It should be noted that one of the tools to monitor the stability of the test results is the maintenance of control charts (Shewhart, cumulative sums, exponential moving average, etc.). The choice of control charts and their use in testing laboratories as a rule, due to two factors:

a) The objectives of the laboratory evaluation of the error components that IL plans to solve with them;

b) the ease and availability of these cards to users.

Since the laboratory, according to the requirements for accreditation, shall keep such records on paper or by using the «Microsoft Excel», then the choice is usually the choice of ends Shewhart control charts that meet the above factors.

Thus in this report reflect the need for intralaboratory quality control test results and the choice of means of control by using Shewhart control charts.

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Schmidt. L.A.

HUMAN RESOURCES, AS AN ELEMENT OF ENTERPRISE MANAGEMENT

Volgograd State Technical University

This article highlights the fundamental research on assessment and management of human resources. On the effectiveness of the employment potential of affecting the psychological characteristics of employees. Under this proposed the following principles of labor potential in industrial enterprises.

Keywords: structure of human resources, man-year, constant updating of knowledge, professionalism, manager, corporate business culture, staff motivation and incentives to work.

In order to achieve high economic growth and to obtain greater profits required for renewal of production and labor necessary to develop new regulations on management of human resources. The initial structure-building unit of labor is the desire to work.

Managing human resources in enterprises is a special kind of activity, which along with the scientific approach are essential elements of art, as not all aspects of the relationship management can be expressed in the form of scientific laws in a formalized manner. On the effectiveness of the employment potential of affecting the psychological characteristics of staff, as people have a different perception and assess the same situation, interpret the possibility of using patterns of control [1, 2].

The characteristics of the labor potential of using quantitative indicators such as number of industrial personnel, the number of working hours, which is possible by preparing for a normal level of labor intensity. The qualitative characteristics of the labor potential aimed to assess the skills and abilities, as well as physical and psychological capacities of employees.

Among the indicators of the qualitative aspect of the labor potential include indicators such as population, and the use of person-years [3, 4]. The analysis of opinions and points of view led to their own conclusions on the issue of research. Under this proposed the following principles of labor potential in industrial enterprises: Unity of purpose;

Correspondence skill level of functionality;

-Continuous updating of knowledge;

-The professionalism of the head;

-Corporate culture of doing business;

-Motivation and encouragement of his labor;

-Continuous development and adjustment of management strategies;

-The continuity of the development of appropriate skill level of work.

The effectiveness of management structure is provided: the use of new methods and forms of government;

promotion specialists and the involvement of an increasing number of workers to the management company;

discussion of phased changes in organizational structure management personnel in the audience of the company;

increase the professionalism and qualifications of personnel;

optimization of raw materials, all kinds of resources and finished products;

business ethics and corporate culture, managers, executives and rank and file personnel;

constant review the implementation of all assigned work levels of government;

Information security managers the necessary level of professional data and others [5, 6].

To determine the effectiveness of the management structure of the labor potential of the technique of forward-looking assessment of the strategic development of companies, which provides accounting performance. Projections can provide not only the leaders of the company, its member organizations, managers and skilled workers who take part in the government. The effectiveness of managerial work is largely determined by the level of civilization of the business processes. Employees receive material and moral satisfaction from the fact that they do their work, knowing at the same time as it is necessary and important, and are proud of what they are doing it better than anyone else, knowing perfectly valid part of a complex mechanism that is sustainable business processes. One of the conditions for the effective management of the workforce in enterprises should be regarded as providing for the coordination of:

- Unity of command, to avoid conflicting orders, one must have only one head;

- Establishment of a controlled range, because the relationship between the superior and subordinate are based on orders and control;

- Adequate supervision of the units, which requires a detailed knowledge of through all the activities of subordinates. This is only possible if the number of directly subordinate to one chief of staff is not too large, a maximum of 6-8 persons;

- Creation of a staff-linear structure of the organization, as an increasing number of professionals, it becomes difficult to carry out the principle of unity of command. This problem is solved by a staff-line organization;

- Remuneration, which is the starting point is the emphasis on rights, which can only be motivated by good wages;

-The use of technical means of communication. Developed network information units to provide guidance information on the actions and behavior of subordinates, and employees were informed of the management plans;

- Development and implementation of training programs and training.

Based on the study of organizational structures control the various business entities conclusion on whether its construction, and based on the premise that the head of the organization, as in majority owner, is a basis for development of the enterprise. It is up to his abilities and professionalism depends on the efficiency of the management team, the choice of optimal management decisions, the strategy of socio-economic development.

Thus, control of the formation of an employment potential of the enterprise is realized with the help of the activities of the personnel policy. They may be aimed at building and developing the employment potential of what the company is largely to be interested.

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**CONCEPTUAL FOUNDATIONS OF CONTROLLING MANAGEMENT
OF INDUSTRIAL ECONOMIC SYSTEMS IN TERMS OF THEIR
NONLINEAR EVOLUTION**

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The intense structural changes and the continuously increasing complexity of the economic objects and their environments call for the creation of a fundamentally new controlling function in management.

In the modern world, strategic planning includes management of changes within the enterprise and the external environment, and searching for innovative flexible methods of decision-making in situations when the manager does not have the complete information about the current situation [1]. Because the access to full information is often limited, the contemporary management turns to a process of controlling. Implementation of controlling functions in management helps, in a real-time mode, to get the following results:

- to foresee the opportunities for development and to prevent the threats;
- and to be informed about and control the various internal and external factors.

One of the main issues that the modern strategic management deals with is finding the ways for the enterprises to adapt to a constantly changing nonlinear economic environment. The additional functions of the management include finding the effective methods that could influence and change the external environment to the benefit of the internal goals.

These new controlling functions of management are implemented because the company's strategic planning and development is done in the context of nonlinear economic systems, where the decisions are made in conditions of absence of complete information, which is needed for the identification and model description of the analyzed system.

In the context of nonlinear development, the economic systems management has to be based on the following principles:

- Careful examination of the current state and development of the forming markets, the individual enterprises, and the state government interests;
- Creation of appropriate conditions for the economic systems structure for it to be maximally adapted to the internal and external factors;
- Active promotion of the industrial interests of the enterprises.

For the open nonlinear economic systems it is crucial to keep balance between the information coming from the external and created in the internal environments. The economic system is able to keep the informational balance through its own special acts that either absorb the incoming information or discharge of it. If imbalance occurs, the open system reacts to it by either creating functional connections or by destroying them. The system is self-organized as a result of local orderliness.

It is important to study controlling functions of management because of the following factors:

- The functions of controlling in management change rapidly due to intensive structural and technological progress that has been happening in the modern times;
- The priorities of the academic research on controlling are evolving and lead to changes in the objectives of research, the initial hypotheses, and all other factors of research as different hierarchal levels;
- The incommensurability of data is one of the biggest obstacles for modern day researches. It is important to come up with new data gathering and comparison techniques;
- The research methods and standards are rapidly changing;

- The access to data is limited due to an inappropriate development of informational infrastructure and dataware systems;

- Corporate reporting is limited due to the failure of the companies to disclose full and complete information;

- The quality of the automatic data analysis has been reduced because of the incommensurability of the many qualitative and quantitative factors that need to be analyzed;

- The accuracy and adequacy of the calculations is reduced due to neglect of important factors and implementation of additional auxiliary variables.

The implementation of controlling functions in the context of nonlinear development of the economic systems is based on stochastic approximation of random sets of system parameters. These parameters are used to describe the changes in the characteristics of the system through the iterative procedures for linking the object model descriptions and the statistical data in the following situations:

1) in regression models with a moving structure in which the structural coefficients are represented by the functions of time or factors, or both. This means that new econometric models based on principles of self-organization need to be formulated and constructed;

2) in production functions with variable structural parameters which are capable in accounting the significant variations of factor effects and the effects of technological change;

3) in solving the problems about the dynamic optimization of controlling methods where the structural system of equations is brought to a normal form. These kinds of problems give the opportunity to express the exogenous variables through the endogenous variables, find the equilibrium state for the economic system, and create a long-haul development trajectory. Controlling functions provide a smooth transition from a deviated state to a stable state; they act like an exit to the turnpike for management. Controlling functions organize the system parameters and bring the system to its best condition.

Controlling in management increases the adaptive capacity of the enterprises and reduces the expenditures as the enterprise comes to stability. In the context of nonlinear development of the economic systems, the implementation of controlling functions fulfills two managerial purposes – the management does not only examine the system, but also determines its most effective condition.

The implementation of controlling functions in management in the context of nonlinear development should not only be limited to the construction of a training model of a real system, since it is very difficult to formally describe all the strategic planning procedures and all the enterprise development options, especially in the environment that is developing nonlinearly. Controlling should also deal with choosing the special methods of strategic management which are then implemented in the interactive procedures, such as creation of scenarios for the future enterprise development. The function of controlling also means coordinating the strategic decisions in various aspects of a company's industrial and economic activities.

The use of controlling functions at enterprises leads to reconciliation of properties and purposes of the sub-systems, connects the elements of the sub-systems to the integrated system, and accounts for the object changes and system-wide disturbances.

One of the features of a controlling function, the iterative matching, uses the training models and managerial impact to assess the decisions that were made at the enterprise. Qualitative assessment of internal capacities and of the functional external environment of the enterprise directly depends on the adequate understanding of the dynamical macroeconomic processes and the internal corporate changes.

The use of controlling functions can be implemented in the following: the introduction of new managerial technologies, the continued development of the managerial system and the corporate culture, and in the use of self-organization practices.

One of the functions of controlling is collecting and analyzing large amounts of vague, non-formatted, raw information. This data analysis, however, plays a great role in keeping homeostasis, or the constancy, of the internal environment. Data

gathering, analysis, and the consequent actions result in the minimization of losses of profit and of fixed production costs. It facilitates the new opportunities for growth and development, and helps the enterprise to be better adapted to any possible changes under the conditions of uncertainty. The use of controlling functions has a synergetic effect which is expressed in qualitative and quantitative changes at the enterprise: the internal structure, connections, and behavior are being transformed in accordance with the challenges coming from the external environment.

Controlling functions in strategic management is a very complex issue, understanding and implementing which is crucial to successful management in contemporary economic environment. The various aspects of controlling include: methodological principles of controlling functions in strategic management, methods of problem solving, complex mathematical models and economical indicators, and strategic decision-making tools. Applying all of these functions is necessary for successful strategic planning and future development of the enterprises in the context of complex nonlinear economic environment.

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