IMPROVING THE EFFICIENCY OF THE COMPANY

Abstract: The method of dynamic standards is described in the article. This method serves as a tool for determining the managerial influence on the economic system of an enterprise or unit.

Keywords: Dynamic standards method, enterprise, reference scorecard, growth rate, enterprise management.

Ильясова Алина Зануровна
Студент
Кафедра анализа систем и принятия решения
Научный руководитель: Пономарева Елена Владиславовна
Кафедра иностранных языков и перевода
Уральский федеральный университет
Россия, г. Екатеринбург

ПОВЫШЕНИЕ ЭФФЕКТИВНОСТИ РАБОТЫ ПРЕДПРИЯТИЯ

Аннотация: В статье рассматривается метод динамических нормативов, который служит инструментом для определения управленческого влияния на экономическую систему предприятия или подразделения.

Ключевые слова: Метод динамических нормативов, предприятие, эталонная система показателей, темп роста.
Currently, the aggravation of the financial crisis in our country raises the need for effective enterprise management. Competent management of the enterprise is the most important task of the manager, since ineffective management can significantly hinder the development of the company and reduce its efficiency. Let us consider the issue of preventing such a case.

As an enterprise consisting of two or more employees includes various divisions – a sales department, an accounting department, a production department, etc., the tasks and principles of their functioning and organization of these units are different. Therefore, a competent leader should be able to draw up a universal algorithm to optimize the efficiency of his unit.

The desire to minimize costs is not the only motive for improving the situation in the company. In most cases the division of the enterprise in its current form inefficiently copes with its tasks in the framework of the production process.

Thus, the group of department heads which is included in the structure of the main relations of the organization is the informal headquarters of any organization. This group of employees should ensure the functioning of the organization as a whole.

The issue of effective work of a person in a unit is raised in this work. It is assumed that the work of such an employee is based on the principles of the technological division of working activity in the unit. This serves as the basis for increasing labour productivity in the unit.

The method of dynamic standards serves as a tool for determining the managerial influence on the economic system of an enterprise or unit, while being an element of a single management method.

This method allows you to evaluate the effectiveness of the system by analyzing the growth of parameters. In addition, this method shows the combination of various properties of all interconnected components, emphasizes the uniqueness of the work of each component in the process of achieving a single result, and brings the parameters of different dimensions into a comparable numerical parameter.

The method of dynamic standards includes:
– Control. It is aimed at the timely determination of the most significant characteristics;
– Analysis. It is necessary to determine the control characteristics of the system;
– Management - the development of the most effective management decisions based on the identified parameters during the control phase;
– Forecasting. It is based on identifying the organization stage during the self-development stage.

It is necessary to go through several stages in order to select management options:
1. Development of a reference scorecard. The first stage is the creation of growth parameters that reflect the state that the system should achieve (standard).
2. Determining the growth rate of indicators. The second step in assessing an enterprise using the dynamic normative method is to determine the actual growth rates of production and economic activity indicators (net profit, revenue, output, wage fund, etc.)
3. Calculation of growth rate indices. This calculation can be obtained through the definition of index movement indicators
4. Index ranking. The fourth step involves the construction of indexes of the rate of growth of parameters (ranking).
5. Comparison of the ranked series with the reference.
6. Calculation of rank correlation coefficients. The coefficients of rank correlation must be calculated in order to understand the correct and desired development of the enterprise.
7. Definition of stages of development. The calculation of an indicator integrates the volumetric (estimate of deviations) and structural (estimate of inversions) sides of the company.
8. The choice of management impact options

The range of values for the final grade varies from 0 to 1. The number of growth rates is higher if the value of the final grade is close to unity. A similar significance exists at the qualitative level of ensuring the marketing, investment, financial and
personnel policies of the organization. If the final score is zero, this indicates an extremely low efficiency of economic management of the organization.

In conclusion it’s worth noting that the development of the company is entirely connected with the management of the enterprise which builds a development strategy. Only competent people who have been appointed to lead are able to give an impetus to the enterprise.

The described assessment methods help to objectively assess the existing state of the enterprise and identify its weaknesses. This allows developing activities necessary to improve lagging indicators. This contributes to a more rational use of material resources, money and time.

REFERENCES


4. Годовые отчёты ООО «Завод спецжидкостей ХИГО» за 2010-2016 гг.
