



International Journal of Applied Business and Economic Research

ISSN: 0972-7302

available at <http://www.serialsjournal.com>

© Serials Publications Pvt. Ltd.

Volume 15 • Number 11 • 2017

Technologies of Company's Internal Management

Irina V. Reutskaya¹, Raisa V. Savkina², Ekaterina E. Ruslyakova³, Larisa V. Mezentseva⁴
and Olga V. Gribova⁵

¹Kuban State Technological University, Krasnodar, Russia

²Plekhanov Russian University of Economics, Moscow, Russia

³Nosov Magnitogorsk State Technical University, Magnitogorsk, Russia. Email: ekaterina-ruslyakova@yandex.ru

⁴Tyumen Industrial University, branch in Noyabrsk, Noyabrsk, Russia

⁵Institute of Service and Business (branch) DSTU in Shakhty, Shakhty, Russia

ABSTRACT

The modern market economy is determined by a high level of dynamics and competition, while the Russian economy is undergoing changes, when the crisis is over, positive changes have been made in the sphere of industrial production, and a special place in the modernization of enterprises remains for internal reorganizations that are focused on close interaction with external partners. Internal reorganization serves to multiply the effectiveness of the enterprise management process to increase the speed of decision-making processes, as well as to improve the analytical service system, to reduce the costs of the management process. Modern enterprises need to form a new global strategy and management principles, in addition to change the organizational structure, to form stable market benchmarks, a rapid response to the modernization of the market and its conjuncture, as well as communication with the consumer and satisfaction of his needs. Practical application of the experience of scientific research in practice by Russian enterprises of intrafirm management suggests that increasing the competitiveness of companies and establishing its sustainable development requires the use of modern technologies and management methods in production activities. The process approach of theoretical knowledge is most in demand today in the process of enterprise management, it underlies a multitude of management systems.

JEL Classifications: M15, M38, P25, R10.

Keywords: Competition, intrafirm management, market economy, adaptation, conjuncture, innovation process.

1. INTRODUCTION

Today, in modern conditions the special importance is given to intra-firm changes, which are characterized by the interaction with the outside world, the external environment, a focus on the General activity of the enterprise, based on the question of adaptation to market requirements and consumer needs. The activities of the enterprise in the market is characterized by timely responses to the constant changes of the market and the relationship with the end consumer. These aspects are indicators of a successful enterprise that continually increase the requirements for existence in the market.

All successful modern businesses taking advantage of favorable market conditions and a moderate demand, can easily receive a large steady income, it should be noted that this figure is temporary not permanent, because the effect was obtained under conditions of weakened competition. In today's context of globalization, actively develop businesses by going to the path of rapid competition. Therefore, most businesses at some stage are faced with the issue of effective corporate governance (Billman, 2002; Karepova et. al., 2015).

It is therefore necessary to improve knowledge of the management structure and managers to think progressive and independently and to generate innovative ways of management. The knowledge and skills most managers are not familiar. Every company has to shape its own methods and aspirations for the effective management of competitiveness of enterprise at the modern market.

Methodological and theoretical base of this research were works of domestic and foreign authors, research publications, scientific articles in the field of corporate management. Basis of research in the field of development of enterprise management and its processes were the work of Russian and foreign scientists.

2. DISCUSSION

Not so long ago scientific research in the issue of corporate governance was characterized by a clearly regulated system of relations in the field of regulated forms of state ownership. Today that form of farming that exists in the system of different legal forms, in need of modernization and current scientific testing. A number of issues of corporate governance, this process requires further study, it concerns the problems of interaction of the management body of the company and all entities in conditions of market entry and the establishment of intra-firm relations. Not developed criteria for optimal management of the enterprise is not established methodological basis for the formation of the main mechanism of corporate governance and so on.

The choice of the research topic is not random and is dictated by the fact that in modern Russian realities, enterprises are unable to create a system of market competitiveness and to build a sustainable system (Silnov & Tarakanov, 2015; Novikov et. al., 2016). Technologies of corporate governance is designed to increase the efficiency of the market and to modify production processes and management.

To ensure market competitiveness and increase production and maximize profits, in the process of functioning of modern enterprises need to change the strategy and tactics of economic activity, and change the strategic goal, based on the requirements of the modern market, considering the requirements of potential consumers.

3. THEORETICAL FOUNDATIONS OF CORPORATE ENTERPRISE MANAGEMENT

The transfer from the General system of economic management to a market-based method of management requires the need for careful attitude to the management of the enterprise. This fact is defined by the fact that once the enterprise was characterized as the method of economic system, who is accountable to the Manager influences the process (Malenkov, 2010).

The concept of corporate governance was formed by the impact of directions for study of the control theoretical management and theory of management. The management includes several functions that are part of any management process. Part of the functions of corporate management include:

- planning;
- organization;
- motivation;
- control;
- coordination.

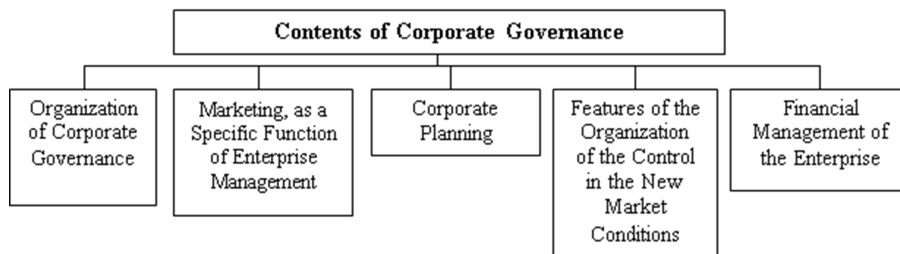


Figure 1: Scheme of corporate enterprise management

The multifaceted structure of modern Russian enterprises is developing as a whole, affecting all the processes and tools of the enterprise (Heine, 1993). This contributes to the managerial activity of the enterprise which is formed by the universality of management functions to help resolve issues and difficulties that arise between the departments and production processes, performing complex activities.

To address these questions requires the following progressive steps:

1. To form a specific purpose enterprise development.
2. To focus on the main directions and ways of solving problems. Define the goals and objectives of the individual units.
3. To determine the priority and sequence decisions.
4. To establish the scope of resources and sources of support.
5. To develop forms of activities to achieve the objectives.
6. To organize and carry out activities, solve tasks and achieve goals.
7. Enable the stimulation of solving problems.
8. Constantly monitor the tasks that will ensure the achievement of results.

Functions of intrafirm management and the solutions to the issues are constantly changing and modifierade. Along with this steadily changes the content of the work performed in the management process (Mescon, 2005). The formation and strengthening of each of the main functions of management is formed based on firm-level trends and processes and under the influence of external factors of the market and its requirements.

From the foregoing, forms a significant and essential importance that the strengthening of the functions of corporate governance is the influence of the objective requirements. All the features are the integrity of the entire control system should be modified in accordance with the objectives in certain market conditions (Vodenko, Polozhenkova, Matyash, Burmenskaya & Shvachkina, 2015).

The process of corporate management of an enterprise can be reflected schematically, where to reflect the management principles, functions and methods (Table 1).

Table 1
Process in-house enterprise management

<i>No.</i>	<i>Principles</i>	<i>Functions</i>	<i>Methods</i>
1	Scientific in the management	Planning	Legal
2	Centralization and decentralization	Organization	Socio-psychological
3	Planning in management	Motivation	Organizational
4	Performance and efficiency	Control	Economic
5	Democratization	Coordination	
6	Integrity		

Internal control is a process, which aims to provide an understanding and presentation of the main views, functions, and economic principles of management. Carefully studied and applied in practice functions of intrafirm management: marketing function, planning, organization, control, sectional control study of exposed and financial management, as well as the main economic methods: the planned economy, internal economic calculation, labor cost, labor force, market prices, securities, tax system, forms of ownership, phases of reproduction.

Manufacture of corporate governance is steadily forming process that meets the modifications occurring in proceedings leading to the strengthening of relations between all departments. This process takes place together with changes in the enterprise organizational structure, operation and the increased study of management functions, innovation process the whole process of enterprise development. Along with this, occur a completely new, sophisticated forms of organization that are defined for extensive promotion of the major management functions and will facilitate communication between departments that contribute to the strengthening of the result goals.

Recently in Russia in the interpretation of intra-firm processes, the slope rises to the concept of management as the process of adoption and implementation of managerial decisions (Silnov, 2016). In this regard, the question arises, what is the basis of justification of these solutions. Installed and specified on the basis of the conditions, a factor of one-sidedness resources in determining the necessity for their effective use.

The process of corporate governance includes the following elements:

- organization of corporate management;
- marketing is a special function of enterprise management;
- corporate planning;
- functions of organization and control in modern market conditions of managing;
- financial management of the enterprise.

Management activities are in modern market conditions the most important aspect of the production and development of the enterprise. This activity invariably modifies in accordance with the current preferences of the production and promotion of goods and services, the vulgarization of economic relations, the increasing importance of user opinions in the technical, economic and other characteristics of the product.

The presence of many forms of business ownership, the high competition between enterprises, dynamic development of market relations dictated by the understanding and promotion of competent, professional management. Management methods, the company creates the necessity to create conditions under which all executives and managers at all levels of production of goods or services set itself the main objective: formation and promotion in the search for potentials of increase of productivity of any workplace. Along with this, the goal that puts the user, must be filled with the capacity for self-regulation and improvement, which is fixed on deep the use of innovative organizational configurations and governance arrangements of the regulators, as well as scientific and technical achievements of society.

System of technological production model of corporate governance consists of several modules:

- module main technological elements of the production system of corporate governance, it contains: people, machines, tools and other modules that produce the basic point process of the reorganization of the management message;
- module units of interaction between the production system of corporate governance, such as: machinery, apparatuses, and mechanisms for automation, as well as warehouses that allow you to interact with the major technological elements of the system of corporate governance;
- the module simple processes focused modernization of the management system, each of them has a change of properties, objects, status, changing management information;
- the simple module of logistics processes and storage management information, which determine the statics of the temporary movement of management information between the main processes accurate processing (Aniskin & Pavlova, 2003).

Technology corporate management is the process of exploring a management information representing the employment process, to achieve the result of changes in new properties, equipment, condition management information. Management information is considered to be all information that is changed by control technology. Upgraded properties, form, status information, convert it into a management decision. This aspect is related to the technology of corporate management. Along with this, the replacement of participants in the production of management information in the relevant technological processes. They have additional new features, their main aim to specify the content and degree of priority of the generated management decisions. If you use the obtained information correctly, it promotes more effective

understanding and promotion of solutions in the external environment. In the environment there are those who trigger the decision.

4. TECHNOLOGY CORPORATE MANAGEMENT OF MODERN ENTERPRISES OF THE RUSSIAN FEDERATION

Technology corporate management of the company is due to man, using human knowledge and machine, human workplaces using different tools: personal computers, calculators, office equipment, means of communication etc. Technologies in-house management are separate operations that are performed by the company's employees in the workplace (Buhalkov, 2003). All of the above elements of the enterprise management system can be automated. The concept of enterprise in this context is studied quite extensively from private and joint-stock companies, concerns and corporations to the state authorities, then when you need updates, they will be formulated with further study.

The principle of technology corporate management of the enterprise in normal form can be described as follows: the number of staff in the management operations may be accordingly, the complexity of the process of formation of management decisions. This aspect requires a competent build technology in-house management, which provided the transition through each activity in the allotted amount of time equal to the number of management products.

For a stable result of systemic technology in-house management, in this case, there is a need for stable repetition of each process for the same period of time in the production process of each new item, a new management solution from the system the same solutions. In this case, identical solutions come in equal intervals of time.

Forming opinions and ideas about the economic basis of corporate governance, it's economic and technology, at the modern Russian enterprises finds a vivid picture of its organization. At the present time there are well-established businesses that their operations are apply modernized management technology, in turn, take into account the specifics of the market in which they exist. Such enterprises include production, which is focused on the Western experience of corporate governance (Gorshkova, 2006). There are also a number of Russian companies where the leadership is trying in my efforts to apply new technologies of production and management that meet the standards of the modern market. But also noted the presence of companies that still use the old approach in management, and currently applies innovations in management.

Today there is a process of development of modern technologies of enterprise management, talking about this publication in the research journals of the last period. Of great interest is formed from the following: method of costing is primarily due to the large share of non-industrial enterprises, pricing:

- tool internal relations, which has a significant impact for companies with multi-structured organizational structure, and a modified control system;
- methods of project management, much of its influence in the sphere of intellectual activity;
- application technology of corporate governance in non-profit and hybrid enterprises;
- the formation on a theoretical basis forms a balanced scorecard.

So, study the current economic down by extensive measures. But along with this, the question arises, will it have businesses an immediate transition to advanced technologies and production management.

Table 2
Trends in the development of organizational forms of management of enterprises

<i>Period</i>	<i>Main trends in intra-firm management</i>	<i>Deficiencies</i>
1960-1970	enhancing the role of related services and the parent company of the Corporation; production and economic departments were combined into strategic business divisions, they have long plans of production and sales; senior management of the company subordinate to all the smaller divisions and functional units that are associated with the production.	the restraint in the process of decentralization and identifies possible its limits; revealed the negative side of freedom unnecessary offices and businesses to large corporations in the selection of production activities
1970-1980	deviation from the megalomania characteristic of the beginning of XX century.	large industrial corporations, capital which become billions of dollars in turnover, also play a critical role in the economy
1970-1990	divisional structure allows good enough to promote the basic objectives of the enterprise and, as a rule, have a significant capacity for adaptation, rather than functional.	the process of technological modifications at the level of transformation of scientific and technological progress has reduced product life cycle, bringing a production to aging prematurely; departments over time to become very large; the organizational structure becomes bureaucratic and not creative.
1990s	total growing influence of scientific and technological progress to achieve the goals of the enterprise, enhancing productivity and product quality for high competition; active improvement of the administration's attention to organizational culture, to different configurations of democratic governance; increasing the international character of management.	a return to the past is connected with understanding the material, technological fundamentals of modern manufacturing.

Based on the above trends, formed the basic principles of corporate governance which reflect its key features in today's market, and production:

1. The principle of the best connections of centralization and decentralization of enterprise management.
2. The principle of equal combination of rights, duties and responsibilities, which corresponds to a degree of centralization and decentralization of enterprise management.
3. The principle of democratic governance.

Innovations in the organization of the production process, usually faster than technical changes, it is important for the development of enterprise activities. Such innovations include: innovations in the organization of production enterprises, advanced marketing technology, economic innovation, new technologies, corporate governance, structural changes, innovations in the system of competition, market segmentation etc.

Scientific and technical objective of the company is dependent on the achievement of the goal: the maximum satisfaction of consumers of the quality and quantity of products manufactured, taking into account the possible cost of research and production.

In the formation of the scientific-technical component, the focus of innovation management is necessary to reflect the specifics of innovative activities in a company.

1. They are formed taking into account the Foundation that defines innovation as well: the question of the existence, which requires innovation, or the formation of the strategy of manufacturing enterprises in the future, which requires precautionary measures to ensure success.
2. They depend on the subject and innovation. Innovations can be new products, services, and other areas of use of product or service promotion to new markets, new technologies, organization, management etc.
3. Target innovations take into account the depth of the innovation process, which includes examination of high technology, with government support, sponsors, etc., change under the influence of competition, the rationalization and reorganization of production to increase efficiency of work of the enterprise, etc.
4. These purposes characterize the depth of the enterprises of the innovation process, which is subject to the availability of the application of consequences of specialized sources, the use of sectoral scientific research organizations, production and specialist design enterprises.

The main question of the process of enterprise management, regardless of industry and scope is a definition of its effectiveness. For decision-making on issues at the enterprise to carry out research on diverse parameters of quality staff, the main base of the business and management quality business process management strategic management quality management procedures, strategic management quality management marketing the formation of corporate planning etc.

5. CONCLUSION

Technology corporate management of the enterprise and all its functional units are aimed at efficient operation of the production process for the production of products and services of appropriate quality and at an appropriate level to meet the needs of consumers. The implementation of this goal requires definitely mutual satisfaction between production organization forms and management.

The entire production sphere, be it enterprise, company, research Institute or etc., is a production and management unit content and officials of the organization. In this process, there are organizational, financial, socio-economic, mental attitude. Structured and organized collection of all units and interpersonal relations of production that arise between all participants is the organizational structure of the enterprise management. This process is a functional division of labor to manage the enterprise.

References

- Aniskin, Yu.P. & Pavlova, A.M. (2003). *The planning and controlling*. Moscow: Omega-L.
- Billman, V. (2002). *Basics of enterprise management* (translation). Moscow: TEIS.
- Buhalkov, M.I. (2003). *Intrafirm planning: a textbook* (2nd ed.). Moscow: INFRA-M.

- Silnov, D.S., & Tarakanov, O.V. (2015). Analysis of modern attacks on antiviruses. *Journal of Theoretical and Applied Information Technology*, 76(1), 59-63.
- Gorshkova, L.A. (2006). *Fundamentals of organization management: practice*. Moscow: Knorus.
- Heine, P. (1993). *The economic way of thinking* (2nd ed., translation). Moscow: Work, Catallaxy.
- Karepova, S.G., Karabulatova, I.S., Klemovitsky, S.V., Novikov, V.S., Stratan, D.I. & Perova, A.E. (2015). New approaches to the development of methodology of strategic community planning. *Mediterranean Journal of Social Sciences*, 6 (36), 357-364.
- Malenkov, Yu. A. (2010). *Modern management: a tutorial*. Moscow: Economy.
- Mescon, M.H., Albert, M. & Hedouri, F. (2005). *Fundamentals of Management* (translation). Moscow: Work.
- Novikov, V.S., Pykhtin, A.I., Gureva, M.A., Sozinova, A.A. & Prokhorova M.P. (2016). Re-engineering of the process adaptations of business. *International Journal of Economics and Financial Issues*, 6(S1), 126-132.
- Silnov, D.S. (2016). Special features of radio interception of APCO P25 messages in Russia. *International Journal of Electrical and Computer Engineering*, 6(3), 1072-1076. doi:10.11591/ijece.v6i3.9843.
- Vodenko, K.V., Polozhenkova, E.Y., Matyash, T.P., Burmenskaya, D.N., & Shvachkina, L.A. (2015). Socio-cultural context and theological sources of the modern European science formation: Theoretic-methodological ideas and approaches. *Mediterranean Journal of Social Sciences*, 6(5S3), 99-107. doi:10.5901/mjss.2015.v6n5s3p99.

