

Секція 7

СУЧАСНІ ТЕНДЕНЦІЇ ТА ПЕРСПЕКТИВИ СОЦІАЛЬНО-ЕКОНОМІЧНОГО РОЗВИТКУ СУСПІЛЬСТВА У ПРОЦЕСІ РОЗБУДОВИ ДЕРЖАВНОСТІ УКРАЇНИ

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ОСОБЛИВОСТІ ПРИЙНЯТТЯ УПРАВЛІНСЬКИХ РІШЕНЬ ТРАННАЦІОНАЛЬНОЮ КОРПОРАЦІЄЮ FEATURES OF MANAGEMENT DECISION-MAKING IN INTERNATIONAL CORPORATIONS

У роботі розглянута проблема економіко-математичного моделювання процесу прийняття уніфікованих управлінських рішень у поєднанні з розробкою конкретних методів управління рішеннями.

Today main characteristics of the modern economy are being defined as internationalization, internalization and the formation of the electronic market. Where the main participants are transnational corporations. These corporations turn modern economy into international assembly which leads to the acceleration of the technological progress in all of its dimensions: in tech level and quality of the products, production efficiency, and improvement in forms of management.

The rapid development of the global economy pose ever new challenges in the field of managerial decision-making. Overcoming of the challenges is only possible due to the continuous improvement of technologies, as well as marketing and product innovations. This is the way that corporations capitalise profitable markets and form new culture of international management.

Nature of the management decision-making in international and transitional corporations are similar to already known to you national companies. The difference is that complexities of decision making in transnational corporations are defined by

- the scale of corporations (the use and redistribution of significant resources);
- numbers of decisions due to the number of branches, different product types; based on the local preferences, and require separate decision;
- cultural specifics and ways of working;
- and, different legal requirement (including LFRs – legal financial requirements).

All of the above led to the problem of economic and mathematical modelling of the process of making unified management decisions with a combination of the development of specific methods of management decision making. That in the next steps got down to the solutions of the specific problems, such as combination of strategical thinking and decisions linked to the lean processes and effective implementation of technologies. As well as modelling of the calculations for unified competitive decisions and solutions.

Looking into the modelling of the calculations for unified competitive decisions

and solutions, in order to solve the problem, it is important to use such forecasting methods as SWOT analysis, economic and mathematical modelling and expert's assessment methods.

Expediency of use of the SWOT analysis is defined with the fact that it can be used as in the whole organisation as in in parts of the business. As the next steps, results of this analysis can be used in the development of strategic plans as well as operational plans. Though it is important to take into consideration technological and informational support and risks linked to the economic and political environment.

Due to the instability in economic and political situation, the forecasting of management decisions becomes even more important. The goal of this forecasts is obtaining evidence-based options for the development of quality indicators, cost elements and other indicators used in the development of long-term plans for the entire management system. The use of information technology is associated with the standardization and acceleration of the management of social and production processes through the use of the same information systems.

With the help of technology, the process of the decision making becomes transparent. Process automation allows to form infrastructure, in which strategic decisions reduce overall risks for the companies.

Additional challenge that can be addressed using analysis and technologies is increase in competitiveness that is a result of the market dynamics. Modern business conditions require processes and technologies that would make it feasible to support the business and be a solid background for the constant changes and growth. Today, this technological solutions are oriented on the full support of the operational and financial processes, as well as improved user experience. These should provide high security and return of the investments.

Even though technology gives you solid background for decision making, it is important to take into account expert decision. This the approach is due to the fact that the negative side of the use of computers is the adoption of standard template decisions and the lack of a creative approach.

To conclude, the optimal and best decisions are made as a combination of technology with the input of logical reasoning, as well as intuition, experience and creativity.

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