

MANAGEMENT DEVELOPMENT TRENDS IN MODERN CONDITIONS

The practice of modern management is improving, first of all, under the influence of changes in the economy. One of the fundamental features of modern economic life is the acceleration of processes, an increase in the rate of change. The changes concern both technologies, assortment and quality of manufactured goods and services, and methods of organizing many economic processes. In these conditions, it is necessary to quickly rebuild all process control in order to ensure a high rate of adaptation to the external environment.

The efficiency of modern production is largely influenced by the density of the flow of inventions of new products and new technologies. In these conditions, commercial enterprises, state and public institutions and organizations begin to operate in a new way. Management is becoming more and more innovative, it focuses on the management of innovations, as well as on its own self-development: every year new approaches and new management technologies appear and spread.

Faced with the unexpected difficulties of 2020, many companies are trying to optimize business processes and accelerate growth in the new 2021. In this regard, new trends in management appear:

- Optimizing digital communications. The COVID-19 pandemic has been a real blow to some industries. For others, on the contrary, it served as a catalyst for the development of key technologies with the help of which companies can achieve their goals in the future. The ability to integrate new technology solutions to support business and profitability, as well as optimize workflows to cope with constant peaks and disruptions in the supply chain, is a key criterion by which the company's success will continue to be measured.[4]

- Expanding artificial intelligence and automation. Companies have begun to invest more in intelligent automation technologies, including robotics and artificial intelligence, as well as machine learning and prescriptive analytics solutions. Project managers can use automation to complete complex tasks, from scheduling to data visualization, and make informed decisions based on the collected data.

- Incorporation of hybrid approaches to project management. By adopting a hybrid model, you can bring all your projects, tasks, people, and communications together in one place to help you make the right business choice.

- Digital tools for project management. According to the data [7], 77% of highly efficient projects use software for project management: planning, implementation, control of all stages of project management. Project management tools have always been a deciding factor. Below are some examples of how digital tools are making a positive difference in project management.

- Remote project management offers many benefits. The first is great flexibility in the schedule, and for a manager, there is no need to get to the office every day. The cost of the project is also decreasing. In addition, there is an opportunity to work with a diverse talent pool.

- Learnability. Learning becomes an ongoing process. Problem solving techniques and new control technologies are increasingly becoming objects of training. In advanced organizations, not only individuals are trained, but also entire teams; in the process of this training, not only individual, but also collective knowledge and skills are acquired and generated. Learning ability is a mental model or way of thinking and a set of practices.

- Data-driven decision making. For managers, this starts with identifying the required data and ensuring that it is collected reliably and systematically. This requires an understanding of what information can and cannot be obtained from the data, as well as a clear definition for what purpose the data collection will serve. These more objective measures, rather than relying on human intuition or emotions, can help guide better decisions. But it's not just about recognizing past patterns and making decisions based on them. Instead, future data can be leveraged using AB testing and experimentation to show effective solutions.[5]

- Project management with change. The sooner change management can be incorporated into project planning, the higher the overall project's chances of success. Especially in our current environment, where the speed and volume of change requires special attention, early start allows the change management team to lend some flexibility to their planning. Project managers should get involved with change management as early as possible and work with the team to keep communications and other tasks on schedule, even if other aspects of the project are still under development.

– More focus on data analytics and numbers. Increasingly, project managers are using analytics to make informed decisions to better manage projects and accelerate business growth. Whether it's project planning, quality management or risk assessment, the use of big data analytics has already begun to shape the world of project management. The data collected is useful to learn how to form teams, team size, how to include and position team members, and the skill sets needed to better manage projects.

– The influence of emotional intelligence. On average, about 58% of employees believe emotional intelligence is one of the strongest factors in productivity, regardless of the nature of your job. Project management goes beyond scoping, meeting deadlines, and budgeting. Project managers also have to manage people, which means more complexity. Not understanding the emotions of team members can lead to a lot of emotional activity in the team.

Literature

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ЭКОНОМИЧЕСКАЯ БЕЗОПАСНОСТЬ КАК ЭЛЕМЕНТ СТРАТЕГИИ РАЗВИТИЯ ОРГАНИЗАЦИИ

Необходимость в безопасности это основная потребность государства, так и отдельной организации. На данный период в современных реалиях существования рыночной экономики сфера экономической безопасности настолько сузилось, что массовое и частое возникновения данной проблемы оказывает негативное влияние на функционирование и дальнейшего развития организации. В процессе формирования стратегии развития организации экономическую безопасность является основным элементом для защиты от внутренних и внешних угроз. Изменения в экономике страны, произошедшие за последнее время и обусловленные переходом к рыночной модели хозяйствования, повлекли за собой необходимость решать задачи, связанные с безопасностью организации. [1]

Большое влияние на экономическую безопасность организации оказывает состояние экономических, юридических, организационных связей, материальных и интеллектуальных ресурсов организации в котором используется стабильность его дальнейшего развитие, финансово-коммерческий успех, прогрессивное научно-техническое и социальное функционирование.

Можно определить следующую структуру функциональных составляющих экономической безопасности организации:

- интеллектуальная;
- кадровая;
- информационная;
- финансовая;
- технологическая;
- правовая.

Сверху представленные функциональные возможности составляющих экономической безопасности организации имеет собственное содержание и критерии для обеспечения данных функциональности. [2]

Как и любая система, экономическая безопасность имеет свою структуру, и нестабильность одного вида может вызвать ажиотаж во всей «пирамиде». Специалисты выделяют структурные элементы экономической безопасности: