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Managerial decisions modelling for the company development strategy

Авторы:

Kalinina, I., Maslennikov, V., Kholod, M

Management and Business Technologies, Plekhanov Russian University of Economics, 36
Stremyanny Lane, Moscow, Russian Federation

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Аннотация:

In this paper we investigate the subject of strategies development by Russian companies through the managerial decision modelling. In the traditional economic model it is assumed that the company exists in order to maximize profits in the long term. Profit determines the viability of a business, and protects the organization from the threat of bankruptcy. We develop strategy development matrix, based on the sales profitability metrics. Furthermore, we apply this methodology to the sample of leading companies of Russia in order to propose the necessary managerial decision in order to pursue the strategy of development of a company.

Ключевые слова:

Crisis, Development dilemma, Development strategy, Development strategy matrix, Fragile balance strategy, Managerial decision making, Sales profitability, Success strategy, Decision making, Managers, Profitability, Strategic planning, Balance strategies, Crisis, Development dilemma, Development strategies, Managerial decision making, Success strategy, Planning