

Название публикации:

Foresight in management as a tool for the design transformation of marketing management of the potentials of small and medium-sized businesses

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Аннотация:

At present, Russia is experiencing a lack of systematic forecast research into trends in the area of the theory and practice of organizational/managerial innovation. Most of today's forecast research is centered on the scientific-technical and technological components of innovation activity and employs foresight methodology, with a focus on a continually fine-tuned vision of the future of a specific subject area based on the activity of interested parties engaged in its making. The subject area of transformation of marketing management of the potentials of small and medium-sized businesses is currently in need of a new approach to selecting effective innovation technologies for managing the business amid global change. There is a need for tools that imply the choice of priorities not just in the sphere of science and technology but also in the subject area of marketing management of company potentials, which could help support companies' innovation activity in the more promising areas of the economy. Foresight research into the development of the theory and technology of management and marketing may become a crucial tool for determining relevant priorities with respect to the subject matter and content of marketing research into the management of the potentials of small and medium-sized businesses within the given subject area. The paper shares the findings from a qualitative study of innovative management methods employed by executives of large companies (300 employees and up), executives of medium-sized companies (100 to 300 employees), and executives of small companies (5 to 100 employees). © IAEME Publication.

Ключевые слова:

Foresight, Innovative approaches, Management, Managing a company, Marketing management of small and medium-sized businesses, Smart business technology for management