

**Название публикации:**

Managerial Decisions Modelling for the Company Development Strategy

**Авторы:**

Kalinina, I [ 1 ] ; Maslennikov, V [ 1 ] ; Kholod, M [ 1 ]

[ 1 ] Plekhanov Russian Univ Econ, Chair Management & Business Technol, 36 Stremyanny Lane, Moscow 117997, Russia

**Сведения об издании:**

INTELLIGENT DECISION TECHNOLOGIES 2017, KES-IDT 2017, PT I

Отредактировано: Czarnowski, I; Howlett, RJ; Jain, LC

Серия книг: Smart Innovation Systems and Technologies

Том: 72 Стр.: 309-320

DOI: 10.1007/978-3-319-59421-7\_30

Опубликовано: 2018

Тип документа: Proceedings Paper

**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:**

Development strategy; Sales profitability; Development strategy matrix; Managerial decision making; Success strategy; Fragile balance strategy; Development dilemma; Crisis