

METHODOLOGICAL PRINCIPLES AND INNOVATIVE COMPONENT PROJECT MANAGEMENT OF REGIONAL ENTERPRISES

МЕТОДОЛОГІЧНІ ЗАСАДИ ТА ІННОВАЦІЙНА СКЛАДОВА УПРАВЛІННЯ ПРОЕКТАМИ РЕГІОНАЛЬНИХ ПІДПРИЄМСТВ

In the article it is justified the current economic and political environment in Ukraine demonstrates that the country is not keeping up with the international changes taking place. This has a negative impact on society and at the same time becomes the subject of theoretical research. Active cooperation of every enterprise is required for innovative development of the surrounding world. During the research it was established that permanent models of project management by regional enterprises do not meet the needs of today. With the growing urgency of the food crisis and worsening environmental challenges, meeting basic human needs requires not only a new wave of economic growth, but also guarantees that they will also receive their share of the resources needed to support this growth. The article examines what in parallel with the formation of market relations in the economy of our country, profound changes are taking place in the theory and practice of management at regional enterprises. Innovative project management models and market concepts that operate with modern concepts, techniques and methods are introduced. All this is aimed mainly at achieving the goals of regional enterprises and stimulating the improvement of the efficiency of their functioning. In the article it is justified methodological principles and the innovative component of project management of regional enterprises provide for the most efficient execution of the task in view of its purpose, scope, quality, time and financial limitations. However, it is worth emphasizing that the lack of predicted and planned in advance final indicators of the project, the achievement of which is aimed at ensuring the development of the enterprise, makes it impossible to determine the degree of achievement of the set goal. Another important point is that before choosing a project management methodology, you need to carefully understand what the ultimate goal is. If the result of the process of planning and forecasting economic and financial development are clear requirements for the project, you can proceed to the methodology. The project management methodology of regional enterprises is a certain system that allows you to reduce risks, optimize the efforts of employees, avoid duplication of functions and bring mutual understanding to a new level in the team. The main components of the methodology are the principles, methods and rules of working on the project.

Key words: project, project management, methodological principles, regional enterprises, innovative development, management of regional enterprises.

УДК 005.8:658

DOI: <https://doi.org/10.32782/infrastruct74-18>

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У статті розглянуто сучасний стан розвитку економіки України, методологічні засади та інноваційна складова управління проектами регіональних підприємств, виникнення нових цілей та ресурсні обмеження в їх досягненні. Актуальність дослідження управління проектами на регіональному рівні підвищується постійним зростанням кількості проблем. Покращення економічної ситуації та усунення низки негативних факторів впливу вимагають застосування інноваційного підходу щодо пристосування компанії до швидких змін навколишнього середовища. Досліджено економічну та політичну ситуацію в Україні та обґрунтовано негативний вплив на суспільство. Для інноваційного розвитку регіональних підприємств запропоновано управління проектами, що відповідають потребам сьогодення. Обґрунтовано, що паралельно зі становленням ринкових відносин в економіці нашої країни відбуваються глибокі зміни в теорії та практиці господарювання на підприємствах регіону. Впроваджуються інноваційні моделі управління проектами та ринкові концепції, які оперують сучасними концепціями, техніками та методами. Все це спрямовано переважно на досягнення цілей підприємств області та стимулювання підвищення ефективності їх функціонування.

Ключові слова: проект, управління проектами, методологічні засади, регіональні підприємства, інноваційний розвиток, управління регіональними підприємствами.

Formulation of the problem. The current economic and political environment in Ukraine demonstrates that the country is not keeping up with the international changes taking place. This has a negative impact on society and at the same time becomes the subject of theoretical research. Active cooperation of every enterprise is required for innovative development of the surrounding world.

Permanent models of project management by regional enterprises do not meet the needs of today. With the growing urgency of the food crisis and worsening environmental challenges, meeting basic human needs requires not only a new wave of economic growth, but also guarantees that they will also receive their share of the resources needed to support this growth.

In parallel with the formation of market relations in the economy of our country, profound changes are taking place in the theory and practice of management at regional enterprises. Innovative project management models and market concepts that operate with modern concepts, techniques and methods are introduced. All this is aimed mainly at achieving the goals of regional enterprises and stimulating the improvement of the efficiency of their functioning.

Analysis of the latest research and publications.

The study of the problems of assessing the effectiveness of enterprises and project management in foreign theory and practice is given considerable attention by the following scientists: V. Berezyn, V. Bykova, V.M. Geets, V.L. Dykan, V.A. Rach, I. Mazur., Shapiro V., Olderogge N., Novikov D., Reschke H., Schelle H.

and others. But still, despite the attention of scientists to this issue, the theoretical aspects of project management of regional enterprises remain relevant and require further research. In the practice of management of national regional enterprises, these issues have been actively studied in recent years. This requires the development of methods for evaluating project management, internal business processes and the enterprise as a whole, which would be based on foreign experience, take into account the requirements of Ukrainian legislation and the peculiarities of the functioning of domestic enterprises in modern conditions.

Setting objectives. The purpose of the research is methodological principles and innovative component project management of regional enterprises.

Presentation of the main research material. Methodological principles and the innovative component of project management of regional enterprises provide for the most efficient execution of the task in view of its purpose, scope, quality, time and financial limitations. However, it is worth emphasizing that the lack of predicted and planned in advance final indicators of the project, the achievement of which is aimed at ensuring the development of the enterprise, makes it impossible to determine the degree of achievement of the set goal.

The methodological foundations of managing the development of regional enterprises are based on the integration of strategically oriented management, which can be considered from the standpoint of methodological, methodical, and instrumental levels

[2]. Mastering the basics of project management methodology by Ukrainian managers would allow the country's leadership to realize its strategic priorities.

Another important point is that before choosing a project management methodology, you need to carefully understand what the ultimate goal is. If the result of the process of planning and forecasting economic and financial development are clear requirements for the project, you can proceed to the methodology [3; 5].

The project management methodology of regional enterprises is a certain system that allows you to reduce risks, optimize the efforts of employees, avoid duplication of functions and bring mutual understanding to a new level in the team [8]. The main components of the methodology are the principles, methods and rules of working on the project.

Methodological principles of project management will provide the following opportunities for regional enterprises (Fig. 1) [5; 9].

Methodological principles for project management of regional enterprises remain well-known: activity results are compared with costs or resources that provided this result. That is, performance indicators are relative values.

In today's complex conditions of market relations, regional enterprises need complex project management and, accordingly, a model for evaluating the effectiveness of their activities [1]. This project management methodology will enable enterprises at the regional level to increase economic efficiency in such vectors [7]:

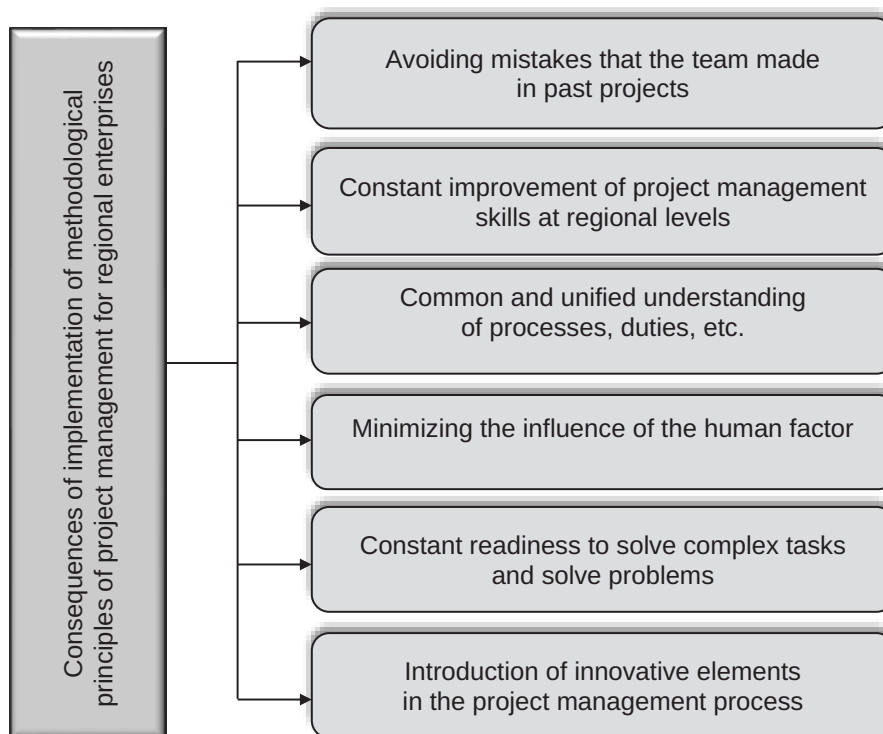


Fig. 1. Consequences of implementation of methodological principles of project management for regional enterprises

- regional innovation strategies;
- potential economic and financial opportunities;
- the personal contribution of interested parties to the management of local business projects.

The main provisions regarding the methodological principles of project management of regional enterprises can be summarized as follows:

1. The wrong way to manage the project at the regional level is the lack of results. The success of an ill-conceived or ill-conceived project can destroy corporate value.

2. The organizational environment of regional-level enterprises has a profound effect on the results of projects. This especially applies to such aspects as the structure of the enterprise, financial capabilities, competence of personnel.

3. Both short-term and long-term goals should be taken into account when managing projects.

4. Methodological principles of project management should include corporate agreement between portfolios, programs, projects and individual tasks.

5. Corporate management of regional enterprises is carried out through the implementation of numerous projects that adapt to the effective implementation of defined strategies.

Conclusions from the conducted research.

Thus, the methodological principles of project management of regional enterprises in modern conditions are the correct organization, step-by-step planning, management and control of processes, coordination of labour, financial and material and technical resources throughout the project cycle, aimed at the effective achievement of goals through the use of innovative methods, management techniques and technologies to achieve certain results regarding the composition and volume of work, cost, time, quality and satisfaction of project participants. Therefore, all economic transformations cannot be imagined without the application of project management implementation methodology. It is the methodological principles and innovative approaches to project management at the regional level that make it possible to solve complex reform tasks in conditions of limited resources and time.

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