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Modern Tools for Sustainable Development of Territories. Special Topic: Project Management in the Regions of Russia

MANAGEMENT-MARKETING IN THE PROJECT MANAGEMENT OF ECONOMIC ENTITIES OF RUSSIA

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Abstract

In recent years, the Russian Federation has been developing such an industry as a project business. National and global competition is increasing surprisingly. That gives the prerequisites for the need to use project management in the management of economic organizations. Russian and international design management methods, standards are becoming closer, digital management technologies of business are spreading, the innovative potential of the regions is enhanced, so it is necessary to adapt to the new conditions of project management-marketing, to develop their modern trends. Universities, which should directly contribute to the economic development of the region, develop and improve the design methods of economic management, and supply competent staff who has the latest theoretical and practical developments. The work uses economic and mathematical, structural and logical methods of research, analytical processing of various documents, legal acts, regulations and laws is conducted. Some large Russian companies are currently using Advanta, a ready-made project management information system. This methodology allows them not to make significant mistakes in the design management of organizations. In order to be able to build instant forecasts, it is proposed to use innovative technologies, in particular, neural network technologies, which are the best way to identify the needs of potential consumers. Also, the use of neural networks makes it possible to build Kohonen maps, thereby to cluster, visualize, find hidden patterns. The article describes the current development trends, which should be taken into account in the project management of marketing in the enterprise.

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Keywords: Management marketing, neural network technologies, project management, Russia.



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1. Introduction

In recent years, the Russian Federation has been developing such an industry as a project business. The project refers to the developed scheme of actions of the economic entity in order to get the greatest result with the least effort. The organization project activities should take into account the following: conducting a full study of the organization, reviewing the optimal set of resources, assessing risks, finding the necessary resources, selecting a staff of highly qualified employees, creating relevant services, including marketing services. It is also assumed that the result of the future activities of the organization should have a positive social value, which will eventually lead to the prosperity of Russia.

In 1991, an organization was formed in the IPMA (International Project Management Association) – SOVNET, to develop project management in Russia. Table 01 presents the main challenges facing the organization SOVNET.

Table 01. The main tasks of SOVNET

Task	Functions
Working with human resources	Training, learning, retraining, skills development
International cooperation	Combined organizations and collaborations of various employees
Information	Forums, conferences, symposiums, sharing knowledge and obtained design
Project management	Improving efficiency, developing methodology, methods and various tools.

There are international design standards developed overseas, such as in the US (PMI), Australia (AIPM CPPD) and other. In the Russian Federation economic organizations used to stick to them. In recent years (since 2012) Russia has been obliged to work according with its own national standards, for example, GOST P 54869-2011 “Project Management – Project Management Requirements” and many others, all of them improved, developed and adapted for different organizations and national conditions.

The world is getting closer, what yesterday seemed distant, today is already close, and of course, world competition increases unusually, including the national, which gives the prerequisites for the need to use the project management in the management of economic organizations (Vasilyev, 2019).

In the West, project management contains as the most basic part – the project organizational management structure, as the structure has a strong influence on the entire enterprise. Note that there are international standards of project management, such as ISO 9001:2000 “Quality Management Systems”, ISO 14001:2004 “Environmental Management Systems” and many others.

Most of the organizations in the Russian Federation are increasingly using project management in their work, both directly in production and in other fields of activity. Today, Russia has optimized the system of project management, which makes it possible to simplify the solution of many tasks, to improve the efficiency of the use of innovative tools.

2. Problem Statement

In recent decades, almost all economic organizations have developed marketing departments, marketing began to be paid great attention by many organizations. Almost everyone thought that this

marketing is a panacea for everything, but, unfortunately, the reality did not live up to expectations. Marketing is a universal discipline, its practical application has national characteristics, which is due to the uniqueness of the country, its economy, the state of competition, customs, consumption standards and many other factors.

First of all, Russian scientists needed to conduct scientific analysis and develop practical recommendations to improve the project management of the business and, consequently, the project management-marketing.

Today, Russian and international design management methods are becoming increasingly popular among organizations, new digital business technologies are being distributed, and the innovative potential of the regions is being strengthened (Balashov, Rogova, & Tikhonova, 2014).

In this regard, there are prerequisites for adapting to the new conditions of project management-marketing (Akhmetshin, Ilyina, Kulibanova, & Teor, 2019), the development of modern trends. Universities has the leading role in the innovative region development, they should directly contribute to the economic development of the region, develop and improve the design methods of economic management and supply competent cadres, who have the latest theoretical and practical developments (Degaltseva, Lysenko, & Atamas, 2019).

Note that in modern enterprises many marketing processes, in fact, are management projects or are design in nature. Intelligent and innovative methods are used in entrepreneurial structures more often, but, unfortunately, they do not find adequate application everywhere. The need to rule the management-marketing of regions in Russia leads to mandatory project management of economic organizations. This should take into account the specifics of the region, use the most advanced technologies and attract the best staff.

3. Research Questions

- 3.1. What are the features of project management in the real sector of the economy and the development of system management in Russia?
- 3.2. How are marketing technologies used in project management in Russian economic organizations?
- 3.3. How to improve the work of project management in organizations with the help of neural network technologies in marketing.
- 3.4. What are the trends of project management in management and marketing preferable by economic organizations in Russia?

4. Purpose of the Study

At present, to improve the efficiency of various Russian enterprises of any type, it is necessary to develop such a methodology of project management of economic organizations, while taking into account the peculiarities of the state of the Russian economics and its geopolitical state (Balashov et al., 2014). That is, it is necessary to consider, obtain and use modern innovative methodology, methods, models and

tools of project management of the organization activities. Achieving this goal, you need to define the role, place and functions of the modern marketing in the project management. Identification, characteristics and consideration of tendencies and trends of project management of marketing in economic organizations in Russia are of great interest, which makes it possible to respond in a timely manner to changing market conditions, to take into account features of the current state of the Russian economy.

5. Research Methods

The work uses economic and mathematical, structural and logical methods of research, conducted analytical processing of various documents, legal acts regulations and laws. The achievements and results of research by Russian and foreign scientists in various fields have been studied: project management, management marketing and marketing research. The use of neural network technologies allowed to study and conduct market research in the system of project management of strategic development of economic entities of the Russian Federation. In the course of researching the dynamics of the development and work of various economic and management structures with the help of neural networks, the program for computers, written and developed by the authors, was used (Afanasyeva, Grishakina, & Manova, 2011). The paper also examined researches made by Russian, foreign scientists and developers in project management, project analysis, marketing management (Archibald, 2010).

6. Findings

The world changes every day, every day presents news, one way or another affecting everything including business. As a result, existing management marketing systems are changing to improve the competitiveness of project organizations. In Russia, there are scientific studies of foreign and Russian scientists dedicated to project management in economic organizations (Skalkin, Burykin, & Aleksashina, 2015), project analysis, use of project management technologies in management.

Positive examples of other project management methodologies are needed to be considered. Note, that some large companies in Russia are currently using Advanta, a ready-made project management information system. This methodology allows them not to make mistakes in the design management of organizations, but, on the contrary, to achieve goals and impressive results. For example, in the holding company “COMOS GROUP” the head of the strategic planning and development department Vyacheslav Berdov claims that after the application of Advanta for two years there was an increase in the efficiency of project management by ten times, compared to previous periods. Andrey Delidov, director of “Stroy-Proect”, says that “after the introduction of Advent, the deviations in the terms of implementation of projects decreased by an average of 50%”. Thus, the above examples suggest that the Advanta program can help to improve project efficiency and shorten deadlines.

If we consider marketing management directly as a philosophy of project management of the company on the principles of marketing, in order to be the full picture, you need to consider three options for the business device, as well as the management model marketing in the workplace, the data is presented in Table 02.

Table 02. Workplace marketing management models

Model	Key point	Goods or services	Management Marketing	Comment
1. Focus on production	There are production opportunities	Making products	Advertising, promotion, sale	Works well in the planned economy
2. Focusing on sales	There are production opportunities	Making products	Aggressive sales efforts.	A typical marketing management model that does not guarantee a successful company development
3. Market orientation	Customer needs and production capabilities	Making products	Customer needs research and analysis	The best chances for survival, development, earning profits

The first model is a standard model, which is quite often used in Russia and worked perfectly in the planned economy when the consumer had no choice. The second model, unfortunately, does not guarantee the successful development of the company in the long term. The third model in today world has the best chance for survival, development, profit. In the current world, a leader should ask himself the following question: “What kind of business should our company do?”.

However, modern marketing has passed and this period. Until a few years ago, marketing management at the company worked on the following principle: the company produced the goods necessary for the consumer, offered it to the market at a low price, delivered the product to the sales places, and thus got the chance of winning over competitors (Ilyasov, Makarova, & Zakieva, 2019).

Unfortunately, the marketing management model presented above does not work at the moment as the specifics of doing business as a whole are changing. The main task of marketing management today is to gain a competitive advantage and it can be done only if the company is able to adjust to the fast-growing and rapidly changing needs of the client. Therefore, instant and operational forecast calculations of customer needs and their rapid satisfaction is preferable to long-term forecasts, this factor should be taken into account when design management is fulfilled at work. Therefore, innovative technologies, such as neural network technologies, which are the best means to identify the needs of potential consumers, should be used to build instant forecasts. Also, the use of neural networks makes it possible to build Kohonen maps, thereby to cluster, visualize, find hidden patterns. More information on this topic, with numerous examples can be found in the work (Afanasyeva, Grishakina, & Manova, 2011). If you use ready-made programs, you can get instant predictive micro econometric models at any time and without unnecessary costs.

The first trend to be taken into account in the project management of marketing at the enterprise (Afanasyeva & Yurina, 2019) is that in today world information about customers becomes the huge capital. It is important to be able not only to collect this knowledge but also to be able to accumulate, to process and to apply it in the work. There is a direct correlation between how much information the company owns about its customers and how accurately it builds its marketing strategy, all this leads, ultimately, to the increase of the company profits.

Another trend is the change in the technology of commercial activities. First of all, these are information networks that allow the company to find information about the consumer, intermediaries, partners, suppliers. These criteria require the reorganization of the company work, so that the company

can transform this information into knowledge. For example, in foreign companies there is such a profession as a knowledge manager, whose task is to create not just databases but knowledge bases. The knowledge base is an environment in which all the information about working with consumers, competitors, partners is analyzed and turned into the basis for the decision-making. Lack of knowledge is a real defect that reduces the competitiveness of the company. Therefore, this must be taken into account when building the project management of the economic organization. In today Russian business a lot of attention and interest is paid to the younger generation. So in addition to university programs, there are regular international and nationwide student scientific and practical conferences dedicated to management-marketing, project management, development of project management (Degaltseva, Lysenko, & Atamas, 2019). Conferences, symposiums, forums where experience exchanges take place, project management opportunities are evaluated and new design methods are regularly held.

The next trend in today business is the growing expectations of consumers from the level of quality of goods, customers no longer see the point in overpaying only for the brand, any product should be of decent quality, regardless of brand and geography production, even if the product was produced in China.

The heads of the organizations need to build project management so that marketers can see their clients within the global market, understand the trends of the international (Remund & McKeever, 2018) and national markets.

Today Russian organizations lose significantly on globalization even to Chinese companies. Western and Chinese firms have begun to take away gradually market shares of Russian companies.

Also, in addition to the above trends, we would like to note the tightening of competition in the markets. This requires the company to have a set of competencies with which it can survive the fight for its consumer as well as maintain and increase its market share. But, unfortunately, this creates problems for the company, as it really can't have the whole set of competencies that would allow it to be competitive. In today business design management this problem can be solved by outsourcing. For example, creating websites and promoting them on the Internet, hiring a courier service for instant delivery of goods, attracting freelancers.

7. Conclusion

Researches made by Russian scientists in the field of management marketing are mainly devoted to the study of certain areas of marketing, methods and tools, in order to improve the effectiveness of marketing in corporations. However, more attention should be paid to the topic of project management in marketing work, this will provide an opportunity to improve the effectiveness of marketing in economic organizations.

All of the above factors must be taken into account by modern managers in the organization of project management of the business and, therefore, management marketing.

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