

Міністерство освіти і науки України  
Сумський державний університет

## **Міжнародна стратегія економічного розвитку регіону**

## **Международная стратегия экономического развития региона**

## **International Strategy of Region Economic Development**

Матеріали  
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Let us introduce the advantages and disadvantages of one alpha manager through a table, he/she already loves it:

After the thorough examination of the above characteristics, we came to the conclusion that the use of only one type of leadership style in its pure form is not possible or appropriate. The preferred style of work depends on many complex and personal factors. These factors include the specifics of the work, the need for quick decisions, willingness to take responsibility, reliability and experience of those who will do the work. A good leader selects a combination of styles adapted to the conditions.

So we can come to a basic conclusion: The alpha manager is just as vital for the economy as our NPP "Kozloduy", and it's hard to work without his/her energy. The important thing is just to be closely monitored, several security systems, and why not a mandatory cooling system. Or to say it more clearly – do not let it do "Boom!"

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## **MODERN ENTERPRISE MANAGEMENT IN LARGE CORPORATIONS: THE EVOLVING ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGIES**

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We have seen only 13 years of human existence into the 21st century thus far, yet the impact and pace of advancements in computing technologies have never been more rapid and widespread than in the last 10 years. The world has moved from connected to hyper-connected. Between March 2003 and March 2013, the number of internet connected devices has risen 352% from 608million to 2.749billion connected devices according to data from the Internet Usage Statistics and International Telecommunication Union (ITU). We are moving from use of relatively heavy, static "top" computers (desktops and laptops) to lighter, mobile form factors. As consumer electronics and information technology landscapes dramatically change the way people live, businesses have not been without challenges to respond to the changes or impacted by the shifting landscape; therein also exist massive opportunities. The workplace in large, geographically dispersed corporations has been witnessing intriguing transformations as well. As companies scale in operational size and become more distributed to meet the global market needs with a local approach, management of internal business processes and customer relationships across geographies, using the most reliable and cost-effective enterprise-class technology solutions stands critical to driving business

goals. Around that need, several recurring themes and trends have emerged within the past decade some of which are: Telecommuting (virtual office), Mobility, and Big Data management.

The idea of telecommuting suggests that work teams can now get their jobs done with the same team effort, missing only one component: a physical person-to-person workplace (office). What replaces that is the digital workplace (Virtual office) that allows widely distributed and diverse skilled workers to share ideas, collaborate on projects and manage a complex flow of tasks as virtual teams. Without the level of networking (internet) technology penetration and reduction in cost of access seen on a global scale within the last decade this would still be a mirage for many corporations carefully monitoring costs. Many Chief Information Officers (CIOs) in large corporations have increasingly set their sights on Cloud computing solutions, where feasible, to beat down costs of deploying and managing their own server and networking infrastructure. Telecommuting has also had wider ramifications. In some large corporations, workers have been allowed to work from their homes. This has been more prevalent in technology corporations. As attractive as that may seem, there have been critics who believe it allows for deliberate loss in productivity and hinders innovation. Earlier this year, Marissa Mayer, CEO of Yahoo Inc., revoked a longstanding work-from-home policy and in a matter of weeks, the company has seen team members physically reporting to work collaborate better and push great products that have quickly become popular among users. "I didn't mean for it to become an industry narrative," Mayer, the youngest female CEO of a fortune 500 company, said at a conference. "We were just saying, it's not right for us right now. Everyone at Yahoo works in teams. I heard from a lot of people all around the company that the fact that our team is distributed causes drag." She admitted that "people are more productive when they're alone" but then stressed that "they're more collaborative and innovative when they're together. Some of the best ideas come from pulling two different ideas together." The shift in policy affected roughly 200 of Yahoo's 12,000 employees.

Closely connected to the theme of telecommuting is mobility, which has become a natural evolution in the way people digitally interact with the world around them. Knowledge workers, employed in large enterprises and allowed to work with their personal computers under a corporate trend known as BYOD – Bring Your Own Device, need access to data and applications to get their work done. And they want to access information in the most convenient, productive and effective way. More specifically, they want that access from anywhere. This underlines the essence of mobility. Mobile workers can already make phone calls, send email or browse the Internet using their smartphones or tablets. Having access to corporate applications and desktops is the only missing piece. To enable this, many large enterprises have necessarily had to deploy cloud computing solutions and virtualization.

Desktop virtualization separates the knowledge worker's applications from the standard, static desktop platform, and cloud computing as earlier mentioned has introduced highly efficient ways to deploy and manage infrastructure resources.

These needs, desires and trends have coalesced around a service known as the Virtual office, described above. This service creates a virtual desktop and provides secure access to a full suite of productivity applications, as well as specific corporate line-of-business applications, in a flexible, secure, performance-enhancing and cost-effective manner, making remote access to applications and data available from any location – office, home, field or the road – and on any device.

Arguably the most appealing of all emerging trends, lie in the buzz words “Big Data”. For many large, international corporations making sense of “Big Data” translates to unrivalled business intelligence that can be leveraged to reach set goals, discovers trends and sweet spots that otherwise may elude them. For many, reading or hearing the term leaves them befuddled. Big Data is nothing more than large data sets, raw representation of facts and observations that have been or could easily be collected by organizations. For many observers, it has been a necessary evil of the insanely vast amount of information being generated by digitally connected people, from things being monitored and measured. According to International Data Corporation (IDC), the amount of information created, captured or replicated has exceeded available storage for the first time since 2007. The size of the digital universe this year will be tenfold what it was just five years earlier. Two of the main drivers of this break-neck speed of data generation are social media and e-commerce. The inherent need of humans to communicate have been served in the past 10 years by digital communication platforms in the form of social networking sites like Facebook, micro-blogging sites like Twitter, blogging sites like Tumblr, and Wordpress. The growth in ease of access and use of the Internet has enabled large businesses to bring their business online. Market leaders in this space like Amazon.com have proven the viability of the digital platform in driving revenues at reduced costs. Within that same period, many large enterprises have turned to such platforms to manage their customerrelationships and sell their products. The results have included a turnover of large data setsconcealing in them important usage patterns that have to be intelligently analyzed to reveal meaningful and actionable insights for large enterprises. For big corporations and organizations managing big data is big business work.

That challenge would require deploying powerful, easy-to-use, scalable, enterprise-leveldatabase infrastructure and analytics that not only store and crunch the big data to reveal patterns in graphical and simple-to-digest forms but also offer intelligent result interpretations. The steps to successful management of big data imply relying on relevant technology solutions. According to Ash Ashutosh, CEO of Actifio, a provider of data management software “A smarter data management approach not only allows Big Data to be backed up far more effectively but also makes it more easily recoverable and accessible with a whopping 90% cost savings – while freeing IT staff to drive more strategic technology initiatives that drive corporate growth instead of engaging in a futile battle with an out-of-control Big Data beast.”

As pervasive as the themes of Telecommuting, Mobility, and Big Data

management appear, they are only a subset of the expanding set of trends in modern enterprise management in the context of information and communications technologies and the silver lining to many such issues when they pose great challenges is that technology is improving fast enough to bring forth solutions to some of the spin-off problems it has brought along with it. In a related context, this means more venture opportunities for new and big corporations to take on. The future role of Information and Communication Technologies surely will expand and watching it unfold is no less intriguing.

## **МЕТОДОЛОГІЯ МАРКЕТИНГОВИХ ДОСЛІДЖЕНЬ**

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Методологія проведення маркетингових досліджень базується, як вже було зазначено, на основних знаннях маркетингу, менеджменту, економіки, статистики тощо. Під час проведення аналізу ринкової ситуації та процесів, методи маркетингових досліджень повинні повністю відповідати окресленим вище принципам, зокрема системності, комплексності, об'ективності. Це пов'язано, перш за все, з тим, що відбувається порівняння внутрішнього середовища підприємства (його стратегії розвитку, цілей) із зовнішнім, що й визначає маркетинговий характер дослідження.

Кожен виконавець під час проведення маркетингових досліджень повинен керуватися міжнародним кодексом ICC/ESOMAR [1] практичних аспектів проведення маркетингових та соціальних досліджень. У даному кодексі зазначено, що маркетингові дослідження повинні проводитися у відповідності до принципів чесної конкуренції, а також відповідати загальнонауковим стандартам та нормам.

Ключовими положеннями Кодексу ICC/ESOMAR практичних аспектів проведення маркетингових досліджень є [1]:

- застосування національного та міжнародного законодавства;
- обов'язкове дотримання етичних принципів; дії виконавців не повинні суперечити етичним нормам та сприяти або спонукати до спотворення результатів та, як наслідок, забезпечувати невірне сприйняття суспільством маркетингових досліджень;
- дослідники повинні проявляти особливу увагу та обережність під час опитування молоді та дітей;
- участь респондентів у маркетингових дослідженнях відбувається тільки на добровільних засадах;
- приймаючи участь у дослідженні, респонденту має бути надано вичерпну інформацію про цілі та характер дослідження;
- виконавці маркетингових досліджень повинні поважати права респондентів як приватних осіб, забезпечувати безпечні умови участі в