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**SCIENTIFIC ARTICLE ON THE TOPIC "TRENDS OF MODERN  
MANAGEMENT**

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Annotation: The article reveals the trends of modern management, its origin and development tendencies. Digitalization in management and new approaches are considered.

Keywords: management, digitalization, customer, customer relationship management.

The beginning of the management system as an independent science was laid at the end of the 19th and beginning of the 20th century. Much attention was paid to management science due to the complexity of production. At that time, they realized that the proper functioning of the enterprise is impossible without quality management. P.A. Stolypin made a great contribution to the development of management. The content of the management functions, in his opinion, was as follows: "First calm, and then reforms." It is to him that the history of the development of management theory owes its significant aspects.

In the post-revolutionary period, it became clear that an improvement in the old system of public administration was required.

At the beginning of the 20th century, Russian management schools developed to such a level that they could be compared with the best foreign ones.

Management in modern times

The main principles of the current management system are:

systemic and situational approach to management;

innovation;

responsibility of management to society;

focus on human potential.

We need to talk about innovation in more detail. At this point in time, new technologies are coming into management that help facilitate work in terms of management. Management is being digitized. The administrative apparatus of an enterprise as a system is no different from other complex structures operating under changing conditions of loads, the external environment, the state of internal elements, etc. And for good work, it is necessary to optimize business processes., This can be done using modern programs. For example, you can consider how the Customer Relationship Management system or briefly CRM works. If you follow the generally accepted concept, then Customer Relationship Management (CRM) is a special software that helps the customer to interact with performers and clients for greater benefits and useful data. It's like a simple system analysis, and building a service scheme, developing a new marketing strategy. In general, a complete improvement and modernization of the business. Here the question may arise: what is the CRM system for? CRM is not only a tool, but also an excellent assistant in identifying a huge number of small malfunctions and inaccuracies in business. In short, CRM is needed to: 1) control the work of all employees and find a single standard. Without a standardized system, each employee keeps some kind of accounting in his own way, as taught at the institute or at the last place of work. For example, calls to clients and sending letters can be made not from a corporate address / phone, but from a personal one. Such moments often occur in the course of activity. The monitoring and accounting system will make it possible to record all such cases in a common database and establish a normal course of work; 2) not to lose a single client, because it happens that the operators just get confused and do not have time to call everyone. And at the initial stages of business, especially in Russia, the competition is very high, and every client counts, because attracting them costs a lot of money and time spent. The database will allow you to get a complete report on each call and operation that takes place within the system.

Now there are many CRM systems in the world and each is equipped with a set of solutions that will make it easier to do business. For example, Bitrix is

equipped with a special telephony system. System helps not only with calling, but also provides information support for the buyer. By following simple tips, you can increase the efficiency of any departments within the company. A certain Bitrix system was mentioned above. Again the question arises: what is it? This is the most famous and convenient business automation system at the moment. How it works ? An application about a potential buyer comes into the system, which sends his data to a free operator or writes it to a common database; then the transaction is created, all indicators are calculated. The final document is sent in both directions; after the buyer approves the contract, a contract for further cooperation is automatically formed; on the grounds of the previous paragraph, the documents are sent to the address of the base, which the system indicated in advance, and the goods are already shipped and sent from it; the system closes the completed deal and places information about it in the archive. The system can help companies in the financial part the system closes the completed deal and places information about it in the archive. The system can help companies in the financial part the system closes the completed deal and places information about it in the archive. The system can help companies in the financial parttarget costing. The target costing system is a holistic management concept that supports a cost reduction strategy and implements the functions of planning the production of new products, preventive cost control and target costing in accordance with market realities. It is from this position that we will consider it in the future. The very idea underlying the concept of target costing is simple and revolutionary at the same time. Japanese managers simply turned the traditional pricing formula inside out:

$$\textit{Cost} + \textit{Profit} = \textit{Price},$$

which in the concept of target costing has been transformed into equality

$$\textit{Price} - \textit{Profit} = \textit{Cost}$$

This simple solution made it possible to obtain an excellent tool for preventive control and cost savings even at the design stage.

The target-costing system, unlike traditional pricing methods, provides for the calculation of the cost of a product based on a pre-set selling price. This price is

determined with the help of market research, i.e. is actually the expected market price of the product or service. The engineering development of a product at Japanese enterprises, where the concept of target costing has undergone a long "run-in", differs from the approach that dominates in Western companies. For example, the process of product improvement in the West is carried out as follows:

*Engineering > Costing > Redesign*

In Japan, the same process, in accordance with the ideology of target costing, takes on a different form:

*Cost > Design > Cost.*

System Target costing is used at world-famous manufacturing enterprises such as: Toyota, Nissan, Sony.

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