

## INNOVATIVE TECHNOLOGIES OF COMPETITIVE ACTIVITIES MANAGEMENT

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**Keywords:** competitive activities, organizational innovations, complex estimation technologies.

The article deals with innovative technologies of competitive activities carrying out competitions. Solving the problems of objectiveness, transparency, validity, collective nature, non-manipulation of competitive activities decisions, including liberal (competitive) management of people's occupation. Innovative technologies are based on the modified mechanisms of complex estimation.

Carrying out competitive activities as an art of choosing the best from the introduced is believed to be the basis of progress and society development in conditions of market economy. However, for a long time of existing the institute of competitive activities didn't undergo relevant changes. Only the forms of carrying out competitive activities were improve, the influence of which on the effectiveness is quite limited. But at the same time the presented activities play a very important role for progressive advance of business and society in general.

Nowadays the variety and quantity of competitive activities don't conform to the characteristics of their large-scale involvement. For the analysis of the cause of the current situation it is considered to be quite reasonable to introduce efficiency indices of competitive activities as an instrument of influence on people's occupations.

Moreover, the article deals with innovative technologies of carrying out competitive activities based on modified mechanisms of complex estimation.

While discussing the improvement ways of competitive institute activities such the following principle problems should be mentioned:

1. The problem of transparency and openness of competitive activities procedures. The problem can be solved with the help of one method only - by joining a great number of partial criteria, describing juxtaposed objects, into

one complex estimation in the network of competitive activities organizer's preferences;

2. The problem of validity of competitive activities validity. From the methodological point of view this demand corresponds to strict order establishment between applicants, practically speaking, to the development of technologies of complex estimation with advanced ranking features in terms of tree and matrix convolution criteria.

3. The problem of objectiveness of competitive activities decisions consists in subjective (depends on originator) choice regulations realization. The decision of this problem lies in the area of joint use of active expertise complex estimation technologies.

4. The problem of ensuring with collective nature decisions taking by competitive activities commissions in the process of discussions. The decision of the problem is concluded in the design of coordinated preferences.

5. The problem of liberal (competitive activities) management of people's occupation. The introduced structure of competitive activities management is an organizational innovation that can be realized within the use of innovative management technologies.

Approbation results of innovative technologies at Perm International Fair "Construction and Renovation" in the nomination "The Best Product in Construction" is illustrated in tables 1, 2. Table 2 demonstrates intermediate and final results of displays juxtaposing.

Table 1

Expert Tenders Judgments on Partial Criteria

Tenders	Partial Criteria Values												
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
V1	1,1	2,3	1,2	1,7	3,2	2,5	2,1	3,1	1,9	2,9	3,7	2,8	1,1
V2	2,2	3,3	1,7	2,4	2,1	1,8	3,1	2,3	1,1	2,2	3,1	4	1,9
V3	3,3	2,1	2,1	3,2	3,2	2,8	1,6	2,7	2,5	2,1	1,4	2,9	2,2

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Table 2

## Integrated assessment of bids

Results	Partial Criteria Values												M	Mесто
	M1_1	M1_2	M1_3	M1_4	M1_5	M1_6	M2_1	M2_2	M2_3	M3_1	M3_2	M		
W1	1,12	1,7	2,15	1,9	3,7	2,11	1,15	1,89	2,12	1,16	1,89	<b>1,88</b>	<b>3</b>	
W2	2,22	2,4	1,8	1,12	3,11	2,9	2,27	1,13	2,9	2,11	1,13	<b>2,1</b>	<b>2</b>	
W3	2,11	3,2	1,6	2,5	1,14	2,89	2,2	1,56	1,4	2,2	1,42	<b>2,26</b>	<b>1</b>	

The revelation of modern problems competitive activities carrying out and innovative technologies of their solving make it possible to increase the effectiveness and significance of competitive activities institute in social and economic life of the society.

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