

THE USE OF GENERAL METHOD IN CHOOSING THE RATIONAL INTERACTION VALUES IN MANAGING THE ENTERPRISE GOODWILL

© 2010 O.I. Kalinskiy, I.M. Rozhkov, V.A. Afanasyev, M.A. Stepanova, M.V. Gorbatenko*

Keywords: goodwill, integral index of economic activity of the enterprise, goodwill management operations with the use of turnover means, the matrix of choosing perspective management models, solving the problem of nonlinear programming for choosing management influence.

The examined methods of managing the goodwill, the integral indices with the use of optimization procedure in the process of choosing management influence are considered in the article.

Nowadays, a great number of enterprises switch to the new level of management, when their goodwill (business reputation) is one of the important company assets. As everywhere in the world, we have the processes of company mergers, acquisitions and takeovers and, thus, business reputation is extremely important.

The correct evaluation of goodwill became of key importance in the period of global financial and economic crisis in 2008, as a great number of companies that were switching to the form of owners by mergers and takeovers had some problems with saving their accumulated business.

Therefore, it is evident that nowadays it is necessary to find the method that will make it possible not only to evaluate the role of non-material assets and business reputation in forming the company cost, but as well reveal the rational values of interaction that could help to manage these assets efficiently.

The authors suggest the general method of goodwill management. It contains the following stages:

1. The choice of managing influence.
2. Developing the indices used as a target function.
3. Forming the matrix of choosing the perspective management models and determining the rational values of management influences.

4. Setting and solving optimization tasks.
5. Finding the optimal values of managing interaction.

6. Forecasting the integral index with the use of the determined management influence and market conjuncture.

The model is created by the authors and the following conclusion is made:

1. The summarized method of managing economic indices, based on optimizing the managerial influence, is applied in goodwill management of stock company.

2. The attitude of goodwill to its assets is used as the managed variable.

3. It is shown that the dynamics of the lagged managed variable corresponds to the dynamics of the world price of the produced product.

4. The forecast model is developed that explains 99,4 % of managed variable fluctuation.

¹ Kalinskiy O.I., Rozhkov I.M., Afanasyev V.A., Markov S.V., Gorbatenko M.V. The summarized method of managing the indices of economic position of the enterprise with the use of the procedure of optimizing the values of managed interaction. // Vestnik of Samara State University of Economics. Economics. Samara, 2010. № 3 (65). P. 20-25.

Received for publication on 12.07.2010

* Oleg I. Kalinskiy, PhD in Economics, associate professor ; Igor M. Rozhkov, Doctor of Technical Sciences, Professor ; Vladimir A. Afanasyev, assistant; Maria A. Stepanova, post-graduate student; Maria V. Gorbatenko, student; National University of Science and Technology "Moscow Institute of Steel and Alloys". E-mail: Oleg.Kalinskiy@alcoa.com; nilim@yandex.ru; 7499592@gmail.com; erohina_mariya@mail.ru; mv.gorbatenko@gmail.com.