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MODERN TRENDS AND METHODS FOR ASSESSING THE EFFECTIVENESS OF PROJECT MANAGEMENT

Современные тенденции и методы оценки эффективности управления проектами

The aim of the study is to research modern methods used to analyze the effectiveness of the project.

A project is a system of actions and efforts aimed at achieving certain goals and objectives within a time-bound framework, with a certain amount of resources involved. In the first stage of managing the project, great attention is paid to the desired result that should be precisely formulated and should determine the company's strategy, taking into account possible risks and optimization of resource costs. In the future, with the help of project management, it is possible to control compliance with the approved plans and results. In modern times of intense competition and rapidly changing conditions of the economic and social external environment, the constant development of technologies, it is especially important to introduce various methods of project management. The effectiveness of all work on the project will depend on this, as well as the potential for achieving strategic plans.

Project management is a set of solutions aimed at identifying and further achieving certain results, taking into account the fact that the volume of work, quality of work, resources, as well as time and risk management must be in balance. Thus, the most effective way to achieve the goals can be chosen, taking into account the key indicators of the project (cost, quality, time). With the help of high-quality project management, one can get opportunities to optimize many tasks, as well as get the following benefits: improve the quality of the project itself, reduce the time of completing the work, provide lower risk management, carry out clear control of the deadlines, increase the speed of assessing the status of the performance of work. Thus, the assessment of management efficiency can help to exclude unplanned deviations and, if necessary, take actions to eliminate them.

At present, there are many approaches to assess the effectiveness of project management (Project Management Value). Evaluation of effectiveness implies the definition and selection of criteria for reviewing and evaluating the system, according to certain qualities. The totality of these criteria is determined according to the scope of the project, its individual characteristics and the composition of the system. Assessment criteria and indicators are divided into 2 groups: quantitative and qualitative.

A quantitative assessment of the project management effectiveness is carried out using a comparative analysis of changes in characteristics discovered during the implementation of the project. Such discrepancies characterize deviations in the budget that was approved for this project, deviations in the schedule or the implementation of any tasks, work, a number of unresolved difficulties that arose during the implementation of the project, and so on. With the help of quantitative assessment, a person can get a visual and easily perceptible indicator of effectiveness, but it is necessary to consider that the analysis does not always give a sufficient idea of all the benefits of the used a project management system. While assessing effectiveness, it is very important to consider a set of indicators for various aspects of project activities, including temporary, organizational, methodological, financial, and other factors.

Qualitative assessment includes the most popular method for assessing management effectiveness – expert assessment of critical success factors. Indicators of these factors are mandatory to achieve the strategic goals of the project.

As a result, information about different approaches to the analysis of project activities has been received and conclusions about the importance of a high-quality project management system have been made.

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MODERN WORLD ECONOMIC TRANSFORMATION PROCESS

Современные процессы трансформации мировой экономики*

The main goal of the study is to identify the main directions of the development of the world economy, study the peculiarities of their formation and the impact on the economy in the whole.

Globalization is a transforming of the world space into a global area where information, technologies and knowledge are easily disseminated. The main indications of the globalization of the national economy are creation of the Internet and access to unlimited quality of information, new ways of contact and communication, standardization of industrial products, English language dissemination, significant growth of advertising. Researching the process of globalization, its consequences can be marked out. Positive ones are the conscious competition (it appears as a result of a large number of offers), international division of work, fat diffusion of technological