Project management in Russian book trade: barriers and development prospects

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Abstract

The development of book-selling industry is one of the sources for new economy development - knowledge economy. However, in modern Russian conditions of high crisis uncertainty, the book industry experiences serious difficulties, and the Russian book-selling network is declining every year. One of the anti-crisis measures for book-selling companies is the finding of some ways to improve project management at an enterprise. The purpose of the article is to identify the key barriers to the implementation of project management at the enterprises of the book-selling industry in Russia, as well as to determine the prospects of a project management system development in this area. The empirical base consists of study results conducted in 2018 at the enterprises of the Russian modern general-purpose bookstores of the book-selling industry.

On the basis of the conducted research, they identified the main problems that Russian book-selling enterprises face when they implement project management: an insufficient formalization of project management processes; the uncertainty of project manager status caused by the lack of real powers; the lack of participant motivation system in project activities based on the results of an employee performance evaluation; low level of communication management and the lack of a clear interaction interface between various functional units and groups, etc. To minimize the likelihood of identified problems during project implementation, a special attention should be paid to the organization of a formalized management system (the creation of project offices), taking into account the interests of all project participants, clearly define the organizational structure and align management procedures, and use recognized methodology - project management standards that will facilitate the formation of a team focused on a particular result.
References


MIRZAMASOUMZADEH, B., & MOLLASADEGHI, V. (2013). EFFECTS OF OSMOTIC STRESS ON CHLOROPHYLL AND PROLINE DIFFERENTWHEAT


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Keywords: Project management, book business, book industry, project activity, project management system, project office. Abstract. The development of book-selling industry is one of the sources for new economy development - knowledge economy. Procedia-Social and Behavioral Sciences, 230, 22-30. Russian book market. Status, trends and development prospects: industry report // Periodical press management, printing and printing Federal Agency for Press and Mass Communications [Electronic resource] http://www.bookind.ru/categories/market/7085. Thiry, M., & Matthey, A. (2005, February). Delivering business benefits through projects, programs, portfolios and PMOs. View Project Management Research Papers on Academia.edu for free. In this study, a questionnaire survey was performed to find the present state of BIM in Pakistan and highlight the barriers in its successful adoption. In addition, Interpretive Structure Modeling (ISM) and Cross-Impact Matrix Multiplication Applied to Classification (MICMAC) analysis were used to identify interrelationships among these barriers. Out of 104 responses received, 63% of Architecture, Engineering and Construction (AEC) professionals were aware of BIM and among them, only 17% had utilized BIM in their projects, which is a very low percentage. Event management Delegate management services Setting up and running an information centre Running a call centre. All services. Subscribe for updates. Ambassador Extraordinary and Plenipotentiary of the State of Palestine in the Russian Federation. 1 event. Alexey Klyavin. This report by UNCTAD (United Nations Conference on Trade and Development) analyzes current trends in global economic development, studies trade in the era of hyperglobalization, explores economic development in the digital world, and touches upon infrastructure-based development and structural transformations.