

SCIENTIFIC RESEARCHES OF STUDENTS - MANAGERS IN BUILDING

Shiryayeva N.Y. (*Odessa state academy of building and architecture,
m. Odessa, Ukraine*)

In the changeable terms of global economy from guidance of build enterprises professional will, strategic thought, intuition, logic, needs not only, but also experience of acceptance of administrative decisions, grounded with the use of the scientifically applied methods, which are offered foreign and domestic scientists, and also young scientists - master's degrees which get complete higher education and carry out scientifically research work [1, 2]. Among bachelor and master's degree themes are there, for example, such directions of scientific researches in a build industry: perfection of business management and of communication activity is due to a high-quality management marketing activity; activations of skilled policy are in relation to development of personnel; introduction of evaluation methods, benchmarkingu and other methods of diagnosticating in the analysis of effectiveness of business of build enterprises.

How do students elect directions of scientific researches? At first, for to the results of the complex diagnosticating of internal and external business environment of build enterprises during passing of production and pereddiplomnoy practices a student. Secondly, on directions of scientific activity of vipuskovikh departments of «Management and management projects» and «Marketing», which are officially registered: «Problems of development of marketing and management of a build sector of economy Pivdnya Ukraine» (reg. 0106U000951); «Innovative paradigm of management projects and programs (reg. 0112U003212); «Effective development of virobniche-gospodarskoy activity of enterprises of transformation economy (after the types of economic activity)» (reg. 0108U0010760). Students promulgate the results of scientific researches in scientific collections and take part in conferences on marketing, management and management projects, in student scientific competitions and championships of Ukraine for a management and marketing; present them during defence of term and final qualifying papers.

Literature:

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2. Ширяєва Н.Ю., Присяженко І.В. Лідерство та керівництво в управлінні проектами / Управління проектами: інновації, нелінійність, синергетика: Матер. V міжн. наук.-практ.конф. магістрантів, аспірантів та науковців, Одеса, 12-13 грудня, 2014. - С. 133-136.