

**Improving the business efficiency through non-financial methods
Mitus E. (Russian Federation)
Увеличение бизнес-эффективности нефинансовыми методами
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Abstract: *the article analyzes methods to improve business efficiency with intangible instruments. Peculiarities of various schemes of interaction management with subordinates are subscribed. The need is stressed to employ of non-financial methods to increase the company's value in a volatile economic environment.*

Аннотация: *в статье анализируются методы повышения эффективности бизнеса нематериальными инструментами. Приведены особенности различных схем взаимодействия менеджмента с подчиненными. Подчеркивается необходимость использования нефинансовых методов для повышения стоимости фирмы в условиях нестабильной экономической ситуации.*

Keywords: *non-financial methods, effective management, the increase of company's value.*

Ключевые слова: *нефинансовые методы, эффективное управление, увеличение стоимости компании.*

In the current unstable political situation, every commercial organization, or looking for ways to "hold" in its niche - as a minimum, or invert the portion of its business in other segments that meet consumer demand for this particular stage. A good example is the launch of a new store format "ABC taste" in Moscow which focused not on the premium segment as it was before and office workers of the middle class. Besides pricing, assortment and changed - now the share of finished cooking is 10% instead of 0.5% previously [2, p. 9]. Development manager caught the current trend to reduce the time spent at home, especially for cooking - and used her own advantage. There is a popular advertising billboard with happy women, "I have time for myself!" prove it.

Another way to maintain and even increase the company's revenue at this stage may be increasing the motivation of employees and their commitment to their company. It is that intangible factor, the importance of which has been noticed in the development of the first scientific management of schools [3, p. 397]. In the period 1920 - 30-es in the US there are serious changes in management approaches: intensive methods begin to prevail over the extensive, there is a distinct sociological and psychological emphasis in management.

This approach is particularly relevant in a period of economic stagnation or difficulty forms of development. Nowadays many managers wonder how in these conditions to develop business without spending additional funds? In this regard, there is a problem of increasing the quality of business, and as a consequence - increase in the value of the company and its revenues.

The most important factor is the "possibility of control over their lives" as people understand accrual scheme pay, it is transparent and clear. In this case, there is a direct relationship between the level of force is applied and receive a salary. In such a scheme work many IT-experts: jobs converted into points, which at the end of pre-operating period due to, for example, two weeks or a standard - a month, converted into rubles at the rate set [1, c. 47]. Thus, the worker for himself determines the desired level of wages for a specific period and performs the approximate number of jobs corresponding to the desired amount of points. However, it is worth noting that such a scheme is not suitable for all companies, but only for those who are not important to have a permanent staff and interaction between employees. Therefore, many IT-specialists are able to work remotely or come to the office at any time.

Another factor in improving adherence to your company can be a motivating feedback from the manager: evaluation, praise, reward, criticism. Praise can be ineffective if you do not match the quality of the work, or does not include an employee efforts and the importance of the result achieved. It is also not conducive to the promotion and development of non-specific or standard expressed praise ("Good! Keep your next job ...") or one that attributes the success of external factors. Therefore, praise or criticism can be considered effective if, first, specifies the action for which praise or abuse - in this case, it is an object-oriented in nature and does not affect the person's identity. Second, it is spontaneous and diverse, and other signs of sincerity, and also provides information about the competence or employee achievements. Third, the use of the old man's achievements as a context for evaluating the current achievements, takes into account the diligence and zeal ascribed success, not external, not circumstances beyond his control. So, one sees exactly your progress ("This time, you did the best analysis of the effectiveness of invested funds than in the previous quarter, because ..."), and comparing themselves with themselves in the past, but not with a neighbor on the table.

The fact that along with effective motivation working conditions also play an important role, no one questioned. A prime example for the students and graduates of top universities is a dream to make a career in the so-called «Big Four»: PwC, Ernst & Young, Deloitte, KPMG, which attract not only the brand, but also for its

conditions. For example, any time you can go to relax floor free massages, which is especially important during peak times of projects. Tea, coffee and unlimited fruits have long been an integral part of a large, self-respecting company. Other high-profile start-ups, as the American giant Google or Russian Ostrovok, instead of the average for the market wage, or even lower attract the best employees the best working conditions: you can come to work at any time, just need to work out your monthly norm, order a free lunch at the expense of company, engaged in the gym, which is also in the office, or play table hockey at lunchtime. The company also cares about the health of their employees: you can go to a special room and sleep for a while, restoring their strength. Of course, this contributes to the development of corporate spirit, the desire to do more than is written in the job description that will eventually be converted into money.

In the current environment where many businesses are beginning to experience economic difficulties and it is unclear what lies ahead for the domestic business, intellectual property, with proper design it will become a major resource for enhancing financial stability. CFOs, which take into account on the balance of intangible assets at market value, will not only improve the company's credit rating, but also contribute to the overall increase in the value of the business.

In conclusion we can draw an analogy of the above methods with the principle of employee engagement increase "the minimum cost - a maximum result", but for the sake of completeness it should be noted that in this case the level of management is crucial, and the best of circumstances can bring a company to a new business level of profitability.

References

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