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ENHANCING REPUTATIONAL STANDARDS: EXPANDING THE SYSTEM DEVELOPER'S AREAS OF RESPONSIBILITY

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Abstract

This work is devoted to ensuring the disclosure of the organization's potential throughout the entire life cycle of the organization. This is achieved through full-scale monitoring of the enterprise's activities. The basis for full-scale monitoring is the diagnostic procedures for determining the organization's position. In the event that the organization goes beyond the established standards, measures of a recommendatory nature are developed. The procedures include algorithms for independent assessment of reputation and image. Such algorithms, taking into account the specifics of assessing intangible assets, are developed based on a combination of goal-setting and goal-oriented mechanisms. The ROI methodology was used as a measuring tool. On its basis, it is possible to determine and develop tools that allow timely identification and replacement of the organization's bottlenecks, which improves the quality of the management system. A special place in the work is given to provisions that reveal the results of the impact of the developer's reputation on the image of the enterprise.

Keywords: admission, methodology, independence, rule, restrictions, goal setting, development

1 Introduction

The system-forming quality of any organization is the observance of the property of emergence. In practice, to ensure such quality throughout the life cycle of the organization, it is necessary to achieve compliance between the established needs and the consumed needs. We are talking about the compatibility of internal norms and external measures. It is here that the designated contradiction lies, causing low efficiency of system support. The fact is that well-developed systems are doomed to failure, functioning ineffectively, due to the fact that one of the participants in the organization acts in his own interests. Unfortunately, such an event is detected with a delay, while the organization, as a rule, has already suffered significant losses. All

the blame for what happened is placed on the developer of the system. In the context of such a statement, the search for a problem leads to the fact that there are no means of assessing the timely detection of discrepancies associated with the fact that the established norms contradict the consumed measures. In other words, the consequences of a serious conflict are exposed, associated with the fact that the reputation of the organization does not inspire confidence on the part of the external environment, since its image is undermined. Within the framework of this conclusion, the problem of the research is formulated: "It is impossible to ensure the stable functioning of the system in the absence of means of objective control of deviations arising between the established reputational norms and consumed image measures." This is the main fault of the system developer, although he, unlike the participant of the organization acting in his own interests, tries to act effectively. Thus, the object of the study is a new set of tools, on the basis of which the prerequisites for the discrepancy between norms and measures are revealed. The mechanisms of reputation assessment act as the subject to which cognitive activity is directed.

Reputation belongs to a special type of intangible assets, the assessment of which is carried out on the basis of cost management technologies. At the same time, in existing models, business reputation is included in various groups of classification assets, with the exception of the group that includes the category "image". Therefore, in practice, the image value is first determined, and then, subtracting the value of image assets from the total value of assets, the value of the reputation value is found. Thus, the image measurement measure is first determined, and then the reputation standard is established. The present approach is not suitable for resolving the preservation of the system-forming property. The paper examines a new approach that allows for diagnostics of violations of established standards using a specially developed complex that allows for analysis of the areas of responsibility of key units of the organization.

2 Organization Reputation Assessing Methodology

The concept of this approach is based on three concepts.

First, when business reputation is examined, the work of the organization's participants is assessed.

Second, the value of reputation is calculated as the difference between the potential value and the actual value.

Third, business reputation is attributed to various production assets in accordance with the amount of investments made in them.

Summarizing the introduced provisions, it has been established that the reputation assessment mechanism should be reduced to determining the labor intensity of both various groups of participants and the organization as a

whole. In this case, the assessment should be carried out at intervals of different duration. During the assessment, investments made in a certain type of assets should be taken into account.

Thus, the reputation assessment mechanism includes a goal-setting principle. From the point of view of maintaining the system-forming property, the principle of physical and logical independence (PLI) is used, in which physically established reputation standards do not depend on logically consumed image measures.

Fig. 1. presents a conceptual interpretation of the approach.

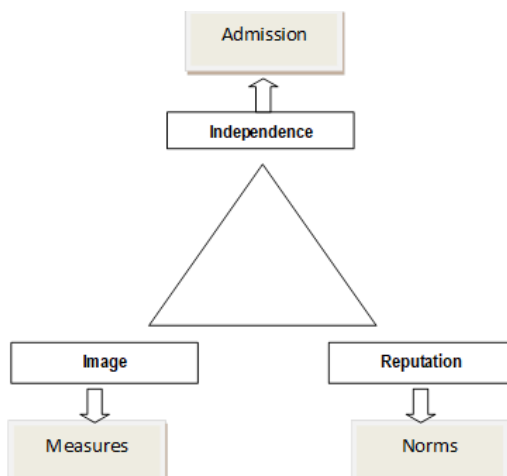


Figure 1. Conceptual interpretation of the PLI approach

In the context of the methodology, the independence of measures and norms is taken to mean the conditions of their full compliance. In other words, the developer has received permission to implement the next version of the system, since he has the means to timely identify deviations. ensuring D yves in accordance with the amount of investments made in them. As a mechanism for assessing reputation, taking into account the restriction made regarding the accounting of investments made in assets, a modified golden rule of economics is used:

$$100\% < T_C < T_S < T_P < T_V$$

где:	T_C	–	the rate of change of the total capital advanced to the enterprise's activities;
	T_S	–	rate of change in sales volume;
	T_P	–	rate of change of profit;
	T_V	–	rate of change in value.

These inequalities should be analyzed from left to right. Each subsequent inequality indicator increases at a faster rate than the previous one. Expression (1) is called tempo indicators. Such indicators can be used as reputation standards. Capital, sales, profit and cost form a system that is part of the targeting mechanism.

The comments made allow us to move from the conceptual approach to the constructive scheme. The transition is made using the fundamental methodological constructs, object, subject and subject.

Fig. 2. shows the constructive scheme of the PLI approach.

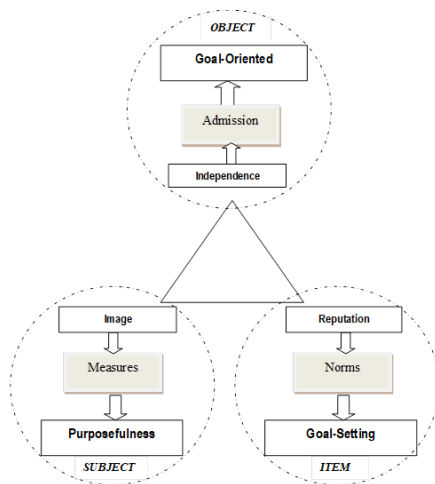


Figure 2. Structural diagram of the PLI approach interpretation

As a result of the indicated coordination, the goal-setting mechanism was matched with the DIKW goal-setting mechanism.

Table 1 provides a description of not only the identified coordination.

Таблица 1

**Описание согласованности механизмов
в составе устройства целеобразования**

Goal-setting			Purposefulness		Goal_oriented		
Elements of the Golden Rule	Designation	Content	Elements of the Ackoff Model	Designation	Interval	Device function	Interests
Capital	T_c	Profit from investment	Data	D	Current	Destruction	All participants
Sales	T_s	Turnover Rate	Information	I	Year	Distribution	Financial manager
Profit	T_p	Financial leverage	Knowledge	K	Three years	Development	Investors
Value	T_v	Withdrawal from business	Wisdom	W	More than three years	Growth	Owners, developers

Thus, the goal of the study was formulated, reduced to the following wording: "To develop a procedure that ensures the assessment of the sustainable functioning of the organization while maintaining its characteristics before and after overcoming the influence of large-scale circumstances that negatively affect the reputation of the system developers." Taking into account the conditions described in Table 1, before disclosing the content of the tasks, an important dependence was found, presented in Fig. 3.

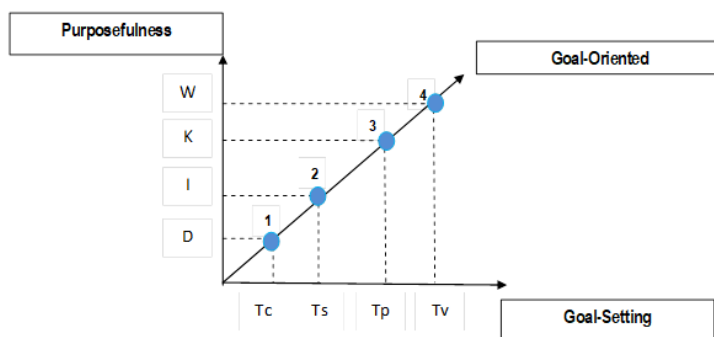


Figure 3. PLI approach goal setting model

The ROI methodology is adopted as a device that makes it possible to evaluate four different states of an organization.

This model satisfies the conditions described in the conditions. Thus, point No. 3 on the graph, corresponding to the coordinates $\{T_p; K\}$, is a mode associated with the assessment of the development scenario.

According to the designated goal, the following four tasks were set.

1. Develop model No. 1. Collection of complaints. Set the range of ROI change to assess the current state of the organization. In case of going beyond the established range, a signal is generated about the "destruction of the system", therefore, it is necessary to consistently proceed to solving tasks No. 2-4.

2. Develop model No. 2. Processing business information. Conduct control over 42 parameters for a calendar year. Within the framework of the system of established ranges, determine the rate of capital turnover and the amount of profit margin.

3. Develop model No. 3. Analysis of the medium-term scenario for 57 parameters. The optimal capital structure is studied.

4. Develop model #4. Diagnostics of the organization's growth potential based on 78 parameters. Involvement of key participants in the organization in profit distribution. According to the sustainable growth model, the level of capital withdrawal from the business will be determined.

The content of the tasks reveals the provisions of system-forming design. Its essence lies in self-tuning the system by imposing new tasks on the model of the operating organization. The basis of self-tuning is compliance with the PLI principle when solving the mechanisms for coordinating reputational norms and image measures, which allows preventing conflicts between individual departments and reducing the time the system stays in an unstable state.

Thus, the ROI methodology allows not only to promptly identify the organization's bottlenecks, but also, on its basis, the attitude to the indicator itself fundamentally changes. The study shows that the ROI indicator after a number of transformations is intended to assess the correctness of the capital withdrawal from the business, and not to fix the profitability of the invested capital.

3 Conclusions

The proposed approach allowed to adapt the goal achievement system to the conditions of the modified rule of the economy. The developed system of rules will prevent the organization from ineffective use of the assessment toolkit. This approach makes it possible to ensure the consistency of all elements of the system, allowing to describe the sustainable functioning of the organization on the full life cycle of the system. Providing access to the established feeds and consumed measures, their independence is achieved through monitoring distributed across different modes. Assessing the reputation using ROI technology, weak links of the organization are

identified. Their replacement leads to the disclosure of potential. A positive reputation invariably leads to an increase in tangible assets, which causes an increase in trust from the internal and external target audience. All this has a positive effect on the structure of the organization and causes an increase in the number of business partners, an expansion of the contingent of consumers and an influx of highly qualified employees. After identifying the significant criteria, a specific company is positioned. During the assessment, an analysis of opinions on the personal qualities of the manager, working conditions, stability of wages and the corporate microclimate is carried out. after identifying the significant criteria, a specific company is positioned