

Development and implementation of machinery building enterprises complex development strategies in the contexts of the contemporary Russian economy

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Abstract

The article explains theoretical and methodologic basis and methodic approaches as well as practical recommendations on the development and implementation of the development strategy for enterprises of machinery building complex providing its innovation orientation in the contexts of the contemporary Russian economy. In the process of developing the author's concept of designing a strategic management system, we stipulated the necessity of using the most leading principles being known already in the system synergy and new principles of forming the concept of designing the mechanism and system of strategic management of the enterprise innovation activity offered by us. © IDOSI Publications, 2013.

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Keywords

Balanced indicators system, Development strategy, Enterprise innovativeness indicators, Logistical systems, Machinery building enterprise, Strategic management system