

Management of innovative projects on the organization of production and commercialization of energy-efficient products

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Abstract

This article discusses the management theory and methodology relating to the economic efficiency of an innovative project on the organization of production and commercialization of energy-efficient heat-insulated pipes for the housing and communal services of Russia and its region - Tatarstan. The study has been aimed at analyzing the assessment methods for the economic efficiency of an innovative project on the organization of production and commercialization of energy-efficient heat-insulated pipes for the housing and communal services of Russia and its region - Tatarstan. The singularity of the study is firstly, a positive innovative management solution made by Teplopipe, LLC for the design, organization of production and sales of heat-insulated pipes was justified; such pipes are designed to ensure energy saving efficiency in the housing and communal services in Tatarstan; secondly, a feasibility study was made for the organization of production of heat-insulated pipes with Tatarstan's planned quantities; thirdly, the risk factors of this innovative project and the methods to reduce them were justified; fourth, variative possibilities were determined as to survival of Teplopipe, LLC; such possibilities relate to the production, commercialization and application of heat-insulated pipes in a possible crisis.

Keywords

Economic Efficiency, Energy Efficiency, Energy Saving, Heat Saving, Housing and Communal Services, Innovative Project, Investment Support