

The mixed strategy is realizing volumetric model, allow to reveal the optimum compromises in a corridor of inconsistent restrictions.

On our sight, the realization of several variants of such strategy is possible.

The first variant: strategy of growth of corporation with criterion of an optimality - reception of the maximal profit and basic restrictions - on paymentable demand of the population, payment by results of work and enclosed capital.

The second variant: capitalization of human resources of corporation and increase of quality of life of families of internal groups of influence (hired workers, managers, proprietors). Criterion of an optimality - maximum of size of the human capital, restriction - share of financial resources directed on development to corporation. The ratings of the basic tendencies of development of a world civilization according to this variant of strategy are annually published by authoritative international organizations in mass media.

The successful decision of the put problems can be promoted by study of experience of work of rather authoritative World trade organization. So, the methods of the analysis of disagreements and mechanisms of the coordination of interests, perfection of the working standards and criteria of an estimation of results of works in view of evolutionary development of the world can appear rather useful.

The third variant: development of innovation technologies in the field of applied scientific researches. Criterion of an optimality - complete satisfaction of paymentable demand of the population in original competitive commodity production and rendered services, restriction –requirement for a highly skilled team, and also possible financial risks.

By development of the mixed strategy of innovation development of corporations the external groups of influence are taken into account: the imperious structures at state and municipal levels, civil society of territories, which are in sphere of influence of corporations. Besides the measures on a case of occurrence of extreme situations (acts of nature, technology accident) are developed.

Thus, the mixed strategy of innovation development of corporations provides presence of its several variants, which realizations is assigned on uniform, though and distributed authority. A possible task of the corporate lawyers is the achievement of trust of all persons interested in successful activity of corporation. In accessible to understanding of all persons the form should be given the convincing and well argued answers to questions: as well as at the expense of that grows capitalization of corporation; what principles of formation and distribution of the profit, social package; what stratification in the incomes of the persons having the attitude to corporation. Besides it is necessary to give the similar information on other corpora-

tions having the same sphere of activity and located in the given region.

What conclusions and recommendations can be made as a result of the analysis of the given information? The attention practice of the analysis and resolution of conflicts arising in the given corporation (what mechanisms of the analysis of disagreements and the coordination of interests) deserves. Rather productive the work on anticipation of events, instead of on traces of the come to pass facts is. In the educational literature there are many such examples.

In result the mixed strategy of innovation development of the given corporation will carry applied character, and the corporate administrative model will have an opportunity of the further perfection and development, in time adapting to quickly varied external environment.

The modern requirements showed to corporations on directions: social, economic, legal and ethical, – are to the full distributed and to its(her) employees. It is necessary in addition to make stress on an opportunity of self-realization, realization of the balanced healthy image of life, preservation of family values.

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#### **QUALITY MANAGEMENT SYSTEM IN THE RUSSIAN INDUSTRIAL COMPANY: DEVELOPING PROBLEMS**

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Quality Systems are everywhere. In fact, anything that is produced successfully is produced with a quality system (QS). Sometimes the systems are formal (written down), and sometimes they are informal.

A quality system comprises all of the activities that are undertaken to assure that a product or service meets the required standards. The fact is that most Russian industrial organizations is assembling a devices according standard parts and specific brands. These parts are assembled according to an established process. The product is checked, during assembling, to assure quality. Finally, many devices perform a final inspection before releasing it from the industrial organization.

All of these steps are elements of a quality system, and are repeated in all manufacturing and service businesses. The main elements of a quality system are: raw material purchasing and control; incoming inspection of raw materials; process control; final inspection; management responsibility; control of nonconforming product; records.

Formal systems are generally not required in

craftsman endeavors. Craftsman manufacturing involves individuals or very small group who establish their own standards, perform their own work, and verify (or guarantee) the quality.

The actual definition of a quality system from ISO Standards is: "Quality System: The organizational structure, responsibilities, procedures, processes, and resources for implementing quality management" [1].

Feigenbaum [2] provides a better definition: A quality system is the agreed on, company-wide and plant-wide operations work structure, documented in effective, integrated technical and managerial procedures, for guiding the coordinated actions of the people, the machines and the information of the company and plant in the best and most practical ways to assure customer quality satisfaction and economical costs of quality.

The keys to a proper quality system, then, are: company-wide and plant-wide agreement; provides operating work structure; documents an effective integration of technical and managerial procedures; guides the coordinated actions of the people, the machines and the information of the company and plant; assures customer quality satisfaction and economical costs of quality.

Formal quality systems consist of documented procedures to instruct and inform the people involved on how management wants the customers satisfied. These instructions start at the Quality Policy, established by management, and then are implemented through the management system to assure customer satisfaction.

References:

1. American National standard, ANSI/ASQ Q90-1987, pg. 2, American Society for Quality, Milwaukee, Wisconsin 53203.
2. Feigenbaum, A.V., Total Quality Control McGraw-Hill, new York, N.Y., Third Edition, pg. 14.

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### **SOCIAL THEORIES OF MANAGEMENT AND NATIONAL MODELS OF MANAGERS' TRAINING**

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Russian conditions of economic development made the problem of professional training of managers actual. What will become the basis of managers' training National model formation? In the present clause the interconnection and interdependence of social management theories and the existing National models of managers' training are considered.

Management and managers are the subject of many sociologists' research. The reasons for such an attention to the topics have become the increase of the role of organization as independently acting subject from the middle of the 50s of the XX century up to the present time. The core of any modern organization is managers integrating separate elements into an effectively working system. As managers don't exist beyond an organization, so organizations cannot exist without professional management.

Social research of management is carried out in three directions: 1) study of managers as elite social group; 2) character of social relations within the framework of managerial hierarchies at enterprises; 3) management as the process of technical and social control in organizations. However, it should be noticed that in the disciplines of Management, Economy, Sociology a range of theories falling out of the field of social research, but representing special interest for a teacher-research worker, as an illustration of possibilities of an interdisciplinary approach to the professional training of managers, develops in the course of time.

Abramov R.N. marked three blocks of such theories offering original views on managers and management. The "Intramanagerial theories" are a part of the managerial science and reflect the evolution of managers' views on their role in organization in different periods of industrial development of the society: scientific management of Taylor F.W., administrative management of Faiol A., cost-benefit principles of Emerson H., human relations school and behaviorism in management, venture management concept of Drucker P., Carnegie school, theory of Bernard Ch. Alongside with the enumerated theories a range of approaches to organizations' administration have been worked out by management: situational, quantitative and process approaches; models of Japanese, American and European managements, results based management, concepts of organization culture, corporative association model, etc. "Futurological theories" considered managers as a social group, which has to take a dominant position in the industrial and postindustrial society: the idea of a technocratic society or technicians' power of T. Veblen (1921), the theory of economic power of A. Berl and G. Means (1932), J. Bernheim's "managers' revolution" idea of the proprietary class's displacement by the class of managers, suppositions of James and Soreff about the priority of an individual's position in the social structure of an organization and the set by this position restrictions on the activity, the model of corporative bureaucracy of A. Toffler, A. Bell's concept of the postindustrial society, where one of the key roles is played by managers. It should be noted that the "technocracy" power ideas of the first and "managers' revolution" ones of the last were especially popular in the period of prepotency of the Keynesian economic model, which provides an active intervention of the