

SUMMARY

Subject Matter of the Graduation Thesis: THE IMPROVEMENT OF THE MANAGEMENT SYSTEM OF THE FOREIGN ECONOMIC ACTIVITY IN A MODERN COMPANY (by the Example of the Limited Liability Company “Orbita Zhizni”)

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Contracting Authority’s Details: “Orbita Zhizni” Ltd.

Topicality of the Research: The topicality of the research is determined by the fact that the development of the market economy in Russia and the implementation of reforms have caused the liberalization of the foreign economic activity (FEA). On the one hand, this enhances the opportunities for access to foreign markets for companies; on the other hand, it promotes their involvement in foreign trade and foreign exchange operations that affect the overall efficiency of the companies’ performance.

The lack of comprehensive scientific studies in the field of the foreign economic activity management which will cover all the stages of the process of foreign economic operations, leads to a decrease in the efficiency of the company as a whole.

Objective of the Research: is to substantiate the theoretical proposition on the foreign economic activity management in the company and work out practical recommendations how to create an efficient mechanism for managing the foreign economic activity.

Tasks of the Research are:

- to study the content of the foreign economic activity in the company;
- to systematize the methodological foundations of building a system for managing the foreign economic activity;
- to analyze the specific features of the strategic management process at companies participating in the foreign economic activity;
- to describe the specifics of formulating a strategic vision, mission and strategy development for enterprises engaged in foreign trade activities;
- to characterize the work of the internationally oriented company “Orbita Zhizni” Ltd. from the point of increasing the efficiency of its foreign economic activity;

- to work out an organizational and economic mechanism for managing the foreign economic activity in “Orbita Zhizni” ltd. based on the concept of strategic management of the foreign economic activity of the company.

The Theoretical and Practical Significance of the Research is determined by the topicality of studying the chosen issue, the applied nature of the research work and the possibility of using its results.

The theoretical results of the research consist in the development of the theory of strategic management of the foreign economic activity; they are based on the generalization of existing approaches to the subject of research and are aimed at increasing the efficiency of companies in foreign markets.

The practical significance of the research is that the theoretical and practical results obtained can be applied in solving problems of improving management of the foreign economic activity, improving the quality control of competitive products production and increasing the efficiency of the company’s financial and production performance as a whole. The results of the research work can also be used in the educational process of higher education institutions.

Findings of the Research:

We have studied the content of the foreign economic activity in the company, systematized the methodological foundations of building a system for managing the foreign economic activity, analyzed the specific features of the strategic management process at companies participating in the foreign economic activity, described the specifics of formulating a strategic vision, mission and strategy development for enterprises engaged in foreign trade activities, analyzed the work of the internationally oriented company “Orbita Zhizni” ltd. from the point of increasing the efficiency of its foreign economic activity, worked out an organizational and economic mechanism for managing the foreign economic activity in “Orbita Zhizni” ltd. based on the concept of strategic management of the foreign economic activity of the company.

Recommendations:

In order to increase the management efficiency of the foreign economic activities in “Orbita Zhizni” ltd., it is required to develop and specify the organizational and economic management mechanism based on the proposed concept of management of foreign trade activities; its functioning can facilitate the implementation of the company's strategy and objectives in foreign markets and the overall development of the management system of the foreign economic activities. In this regard, we have proposed a model of the organizational and economic mechanism for managing foreign trade activities which “Orbita Zhizni” ltd. is recommended to use in practice in order to improve the main spheres of its work both on the domestic and foreign markets.