

USING OF PROJECT MANAGEMENT IN SOLVING PROBLEMS OF REGIONAL POLICY

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Summary: The author reviews the world peculiarities of project management. The possibility of applying project management to address regional policy issues is considered. The application of the project approach for solving regional policy problems is proposed.

Keywords: project management, economics, experience, regional policy.

Анотація: Автором розглянуто світові особливості управління проектами. Розглянута можливість застосування управління проектами для вирішення проблем регіональної політики. Запропоновано застосування проектного підходу для вирішення проблем регіональної політики.

Ключові слова: управління проектами, економіка, досвід, регіональна політика.

Project management today is recognized as one of the best methods of planning and managing the implementation of management projects. According to American experts, application of the methodology of project management can provide high reliability of achievement of the set goal and considerably reduce expenses for its realization.

The domestic economy undergoing a transition period undergoes significant changes. According to the classical approach, project management is understood as managing change. Hence, firstly, the relevance of project management for the modern economy, and secondly, the wide opportunities for using the project approach when addressing the problems of regional policy.

The study of project management is carried out by such domestic and foreign scientists as Voropayev V. [1], Prosvetov G. [2], Grashina M. [3], Denisov A. [4], Yemelyanov Yu. [5], Zarnitsina K [6], Romanova M. [7] and others. However, an analysis of the current state of project management needs further research.

The purpose of this article is to analyze the international experience of project management and the possibility of using it to solve regional policy problems.

To achieve the goals of the work, the following tasks were set: to analyze the world trends of project management and consider the possibility of their application to solve the problems of regional policy.

At the present stage, the development of the domestic economy is possible only at the expense of a deep modernization of all major industries and spheres of industrial production and the search for new areas of growth, primarily associated with overcoming the innovative backwardness and introduction of modern technologies, increasing the efficiency of the use of available resources, updating the worn out a fleet of fixed assets, the development of competitive products and the search for ways to enter new prospective markets. The realization of these strategic economic tasks becomes real only as a result of the acceleration in the economy of processes related to the development and implementation of economically and socially effective projects.

Under the projects usually understand the purposeful activity, which results in the achievement of specific goals with the given limits of terms and resources, which carries some of the exclusive details [2].

Project management is understood as the art, science and methodology of planning, guidance and coordination of labor, financial and logistical resources during the project cycle, aimed at effectively achieving the objectives of the project related to the attraction, conservation and development of consumers (customers) through the creation, provision and promotion of significant values for them, in accordance with the requirements and market opportunities, within the limits of the design, restrictions on the composition and volume of work, cost, time and quality [8].

In order to identify trends in project management, one should refer to the history of the formation of a modern project management system. We note that the basis of modern methods of project management lies in the methods of network planning, which were developed in the late 50's in the United States [3, p. 33].

In countries with market economies, these methods have become widespread. They have received the greatest application in construction. It is

from these that the emergence and spread of methods of project management began. Leading industrial corporations began to use planning work on the basis of project management practically simultaneously with the military to develop new types of products and modernization of production [4, p. 59].

Project management today has become one of the most important management mechanisms in a market economy. In many developed countries, it is used on virtually all projects. So in Japan, according to the Japan Project Management Association, all investment projects are evaluated and implemented using technology management projects [6, p. 108].

In recent years, governments of countries such as the US, Germany, Japan, France, and others more and more are used to solve the problems of regional policy methods and tools for project management.

Returning to international experience, it should be noted that during the gradual development of the project management system as an independent area of professional activity, their own unified mechanisms, methodologies, tools and standards, such as the International Project Management Association (IPMA) and the Project Management Body of Knowledge (PMBOK) Of the American Institute of Project Management (PMI).

Currently, one of the basic directions in international cooperation is the formation of common approaches to unification of knowledge and standardization of project activities, attempts are being made to form common glossaries and requirements systems [9, p. 323].

In recent years, a new scientific field has emerged, such as project management. It is a section of the theory of socio-economic system management that studies methods, forms, means, etc. Project management responds most efficiently and rationally to changes. The methodology of project management is organizational and economic mechanisms of the general theory of management.

Now the concept of the project is much wider, it has changed since the 50-th years of the 20-th century. Now the project leader is the project manager, not as an earlier engineer. There were new projects concerning the social sphere of human life, but the essence of the technology remained the same. Today, both entrepreneurs and small firms that carry out small projects are increasingly systematic to prepare, plan and control the implementation of their projects using methods and tools for project management. The number of

companies specializing in the development and implementation of projects has increased significantly. Position and profession of project manager (Project Manager) became one of the prestigious ones. It became generally accepted that project management is a profitable business. Application of methods and means allows not only to achieve the required quality of project results, but also save money, time and resources, risk reducing, improvement of reliability.

The crisis of our country and its economy is largely due to the imperfection and low level of organization and management in regional politics. Meanwhile, the reforms taking place within their framework, today's and future large-scale changes are a combination of socio-political, economic, organizational, scientific and technical and other projects. Successful implementation of these projects requires fundamentally new approaches to their preparation, implementation and management.

This task cannot be solved by administrative-command methods. In many cases, success can provide project management with its advanced arsenal of approaches, methods and tools. This is the objective need for project management. This need should become a conscious necessity, in other words, project management should be widely recognized and widespread in addressing regional policy issues.

Summing up and evaluating the distribution of the project management system, it can be noted that to date, project management has been recognized in all developed and developing countries and has taken a decent place in the system when addressing regional policy issues.

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