

THE INFLUENCE OF GLOBALIZATION FACTOR ON SUSTAINABLE DEVELOPMENT OF RUSSIAN ORGANIZATIONS

Svetlana Igorevna Ashmarina

Samara State University of Economics

443090, Samara, Sovetskoi Armii Street, 141

Russia

Anna Sergeevna Zotova*

Samara State University of Economics

443090, Samara, Sovetskoi Armii Street, 141

Russia

azotova@mail.ru

Abstract

Russian organizations development should be focused on the optimization process of organization activity for their sustainable development in long-term period. The fastening speed of globalization processes resulting in the processes of international market generation influence greatly the trends and the essence of development stages of national organizations. The priority of Russian organizations development has been given to the matters of supply and demand in the markets of human resources, educational services, scientific research and development. The first step here is to analyze the main factors that may influence organizations sustainability. The second step is the assessment of sustainable development level as one of the most efficient instruments of sustainable development management at the organization which gives complex view of its state.

In order to perform accurate analysis of the current state of the organization it is necessary to perform the assessment of its sustainable development and using its results to elaborate the further tactic of enterprise functioning. The assessment of sustainable development level of the enterprise may help the effective management of strategy development only if the corresponding indicators system is created. The elaboration and usage the sustainable development indicators allows the enterprise to implement analysis of its activity results and monitoring of sustainable enterprise functioning. These two tasks stipulate the goal of the research work presented in the article.

Keywords: sustainable development, assessment methods, global factors, organization