

COMPANIES' EFFICIENT STRATEGY DEVELOPMENT

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Abstract

It is particularly important for the companies which do not boast the abundance of resources for development to focus their efforts on the optimum use of development resources and to ensure the reliability of change in the development process, which would become a counterbalance for potential losses caused by uncertainty and risk. The paper explores the theoretical substantiation of the integral management system of processes and statuses covered under the concepts of efficiency, reliability and risk of development processes. In order to formulate and solve the management problems of the stochastically described complex system, the stochastic recording of the aims and the existing restrictions and also stochastic optimisation methods were proposed.

Keywords: reliability, risk, stochastic values, stochastic utility function, company's development, stochastically informed expertise.