TO IMPROVING ADAPTABILITY OF THE DRILLING ENTERPRISE MANAGEMENT SYSTEM IN THE OIL INDUSTRY

Background
The world economy is in the state of turbulence, the Russian economy is gradually sinking into crisis. So, challenges and requirements to management systems and, respectively, to managers themselves, are changing. The importance of flexibility, adequacy and quick reaction to changed factors of the external environment, i.e. the adaptability of management systems increases both for the branch in general and for the drilling enterprises in particular.

Aims and Objectives
To clarify the concept of the management system adaptability and to determine priority actions for its improvement in drilling enterprises, taking into account the state of the global and the Russian economy.

Methods
Data analysis, deduction, induction.

Results
Main lines and actions for improving drilling enterprise’s management system are determined.

Conclusion
Not only profitability but the survival of the enterprise in the rapidly changing world depends on flexibility and effectiveness of its management system.

Key words: drilling enterprise, management system, adaptability, adaptive management, management by objectives, oil industry

References
The authors

Mukhtasarova Elvira A., Candidate of Historical Sciences
Oktyabrskiy Affiliate of Ufa State Petroleum Technological University
Head of Humanitarian and Socio-Economic Sciences Chair
54 a, Devonskaya str., Oktyabrskiy, Republic of Bashkortostan, 452607, Russian Federation

e-mail: Gza96@ya.ru

Garifullina Zulyfiya A., Candidate of Economic Sciences
Oktyabrskiy Affiliate of Ufa State Petroleum Technological University
Assistant Professor of Humanitarian and Socio-Economic Sciences Chair
54 a, Devonskaya str., Oktyabrskiy, Republic of Bashkortostan, 452607, Russian Federation

e-mail: Gza96@ya.ru