



Analysis of Project Activities in the Russian Federation and its Priorities for Improving

Análisis de las actividades del proyecto en la Federación de Rusia y sus prioridades para mejorar

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ABSTRACT

The article analyzes the organization and implementation of project activities in the Russian Federation. Its results served as the basis for the mechanism for the implementation of territorial marketing in project management, a methodology for assessing the effectiveness of project management in terms of territorial marketing subjects, the investigation of the effectiveness of project management in terms of the executive bodies of state power, and proposal of directions for improving project management.

Keywords: project activity, project management in the region, project management performance assessment

RESUMEN

El artículo analiza la organización e implementación de actividades de proyectos en la Federación Rusa. Sus resultados sirvieron de base para el mecanismo para la implementación del marketing territorial en la gestión de proyectos, una metodología para evaluar la efectividad de la gestión de proyectos en términos de temas de marketing territorial, la investigación de la efectividad de la gestión de proyectos en términos de los órganos ejecutivos de poder estatal, y propuesta de rumbos para mejorar la gestión de proyectos.

Palabras clave: actividad de proyecto, gestión de proyectos en la región, evaluación del desempeño de la gestión de proyectos

1. INTRODUCTION

The development and implementation of a project management system in the executive bodies of state power involves changes in the economic, social, environmental, and other areas of development aimed at positive dynamics of the quality and standard of living of the population. Currently, our country is actively managing the system of national projects at all levels of government, which requires qualitative changes in views and approaches to project management: firstly, the economic system of the state is in constant development and today the executive bodies are actively applying a project-based approach to investment management of changes in the socio-economic development of the region; secondly, due to the innovative nature of the project approach for public administration, the theoretical basis of the approach is ill-considered; thirdly, the existing project management in the executive bodies of state power needs to improve the organizational system.

2. ANALYSIS, METHODS, AND RESULTS

Project management in the executive bodies, as one of the elements of the transition of public administration to a market economy, is an innovative approach to the management of socio-economic changes in the regions and the country, is a combination of the process of implementing measures and methods aimed at achieving the set goals, with the established budget, timing, and resources (Akhmadeev, 2018; Asheim, 2019).

The organizational structure of project management in the Russian Federation is shown in Figure 1 (Cooke, 2001; Gogoleva, 2017).

Let us analyze the implementation of federal priority projects. In our opinion, its indicators are individual and should be based on the intended results (goals), compliance with the milestones and timing of priority projects set out in the a specific priority project data sheet. Let's start from considering the financial indicators of federal project activities, as shown in Table 1.

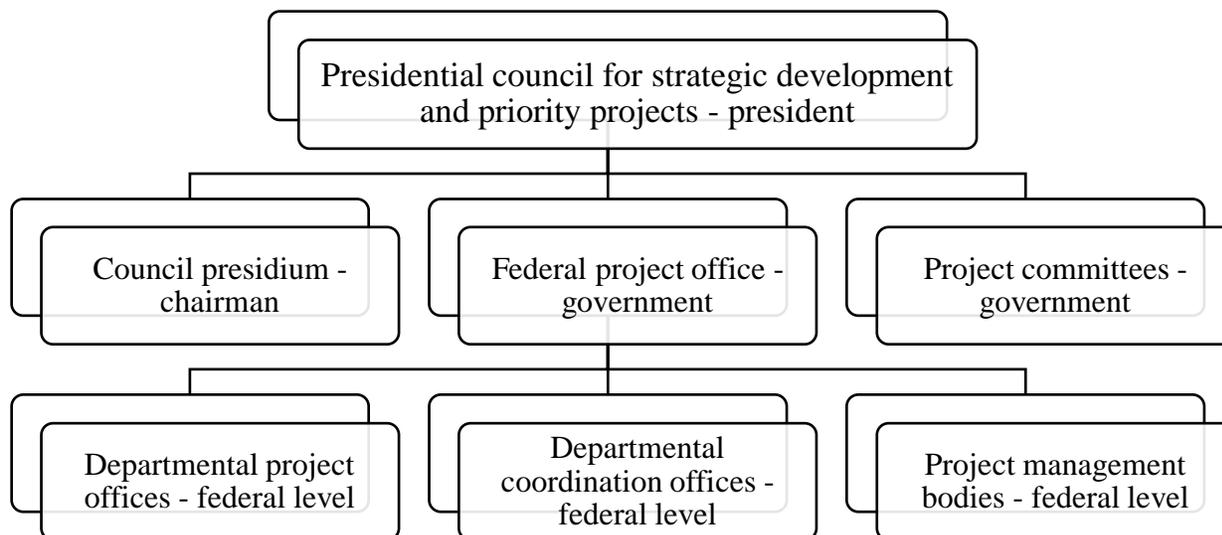


Figure 1. The organizational structure of project management in the Russian Federation

Table 1. Financial indicators of federal priority projects/programs in the Russian Federation

No	Area	Number of projects	Budget, million rubles	Budget, % of beneficial owner of income
1	Healthcare	8	99,880.762	0.5
2	Education	5	2,875,168.46	14.26
3	Mortgage and rental housing	1	15,933,800	79.08
4	Housing and public utilities	2	165,779.696	0.8
5	International cooperation and export	4	148,246.65	0.73
6	Workforce productivity	2	101,727	0.5
7	Small business and support for individual entrepreneurial initiative	1	14,473.6	0.07
8	Reform of control and supervision activities	1	450	0.00002
9	Safe and high-quality roads	1	540,000	2.7
10	Single-industry towns	1	11,189.1	0.05
11	Ecology	2	258,136.39	1.3
Total:		28	2,014,8851.658	100

Let us consider in more detail the financial indicators of the directions of federal priority projects (Figure 2).

As the figure shows, the most expensive areas of federal priority activity are mortgages and rental housing (79.1%), education (14.26%), and the federal priority program – safe and high-quality roads (2.7%).

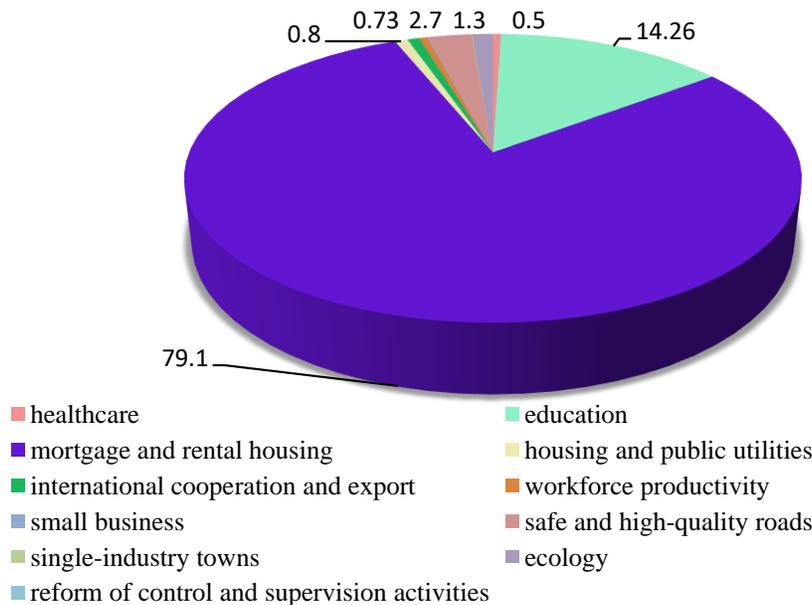


Figure 2. The volume of financing of federal priority projects in the Russian Federation, %

The implemented federal priority projects are presented in Table 2. To date, only 3 federal priority projects have been implemented. All projects have a positive final indicator of implementation. Based on the results of the implemented federal priority projects, we observe their undoubted benefit and importance for society. All project goals have been achieved, with a fixed timeline, budget, and milestones. We also note that even those federal priority projects in process are already improving the quality of life in society.

Table 2. Implemented federal priority projects

Sphere	Project name	Final indicator of project implementation
Healthcare	"Technology and comfort for mothers and children"	+
	"Medicines. Quality and safety"	+
Small business and support for entrepreneurial initiative	"Small business and support for entrepreneurial initiative"	+

We believe that the effectiveness of project management can be monitored both during the implementation of a priority project and as a result of the implemented project. It is also desirable to measure the state of the direction of the project before initiating the project, thus, it is possible to track the changes in the development and effectiveness of the project.

3. CONCLUSION

We propose a methodology for assessing the effectiveness of project management in terms of territorial marketing subjects (Table 3).

Table 3. Project management performance assessment technique

Subject	Collection of information	Method	Assessment of the performance of project management in the region
Population	Analysis of primary information	Poll (online, offline)	
Business			
Executive bodies	Analysis of secondary information	Performance level	
		Organizational system level	

The performance of project management can be assessed in terms of executive bodies by using two tools, the level of project management performance, which is assessed using indicators of project implementation, and the level of organization of project management in the executive bodies, which is assessed by the presence of a corresponding indicator in the region (Table 4).

Table 4. Assessment of the organization of the project management system in the region

No.	Indicator	Description	Estimate
1	Project management legal framework	Availability of the necessary regulatory framework for project management in the region	+/-
2	Project management organizational model	Availability of a project management system in the region (permanent, temporary and auxiliary project management bodies)	+/-
3	Training and professional development of the project management participants	Availability of training and advanced training systems within the framework of project management for the project team	+/-
4	Methodological support for project management	Availability of guidelines for project management in the region	+/-
5	Availability of information on project management and its progress	Public accessibility of information about project management and the progress of projects in the region	+/-

6	Motivation system for the project management participants	Availability of a system of material/non-material incentives for project team members in the region	+/-
7	Project management performance assessment system	Availability of the project management performance assessment technique in the region	+/-
8	Application of information technology in project management	Application of information technology in the regional project management	+/-
9	Availability of a "feedback" mechanism between the project office and the public	Availability of "feedback" between the project office and the public	+/-

If all indicators of project implementation are positive and other indicators are achieved (deadlines, milestones, budget), then the project goals have been achieved. Accordingly, the project and project management are effective from the perspective of the executive bodies.

Thus, the analysis of the results of the implemented federal and regional priority projects has shown their undoubted benefit and importance for the society of the country and regions. All project goals have been achieved, with a fixed timeline, budget, and milestones. We also note that even those federal and regional priority projects in process are already improving the quality of life in society.

The project management performance can be monitored both during the implementation of the priority project and from its outcomes. Therefore, we have developed a methodology for assessing the performance of project management from the position of territorial marketing subjects, which allows us to assess the effectiveness of project management from the position of both the executive bodies and business and society in general.

Conflicts of interest

The authors have no conflicts of interest to declare.

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