

DOI <https://doi.org/10.30525/978-9934-26-459-7-74>

IMPROVING ROI SYSTEM: USING ORGANIZATIONAL LIFECYCLE METHODOLOGY

Gulzar Ahammed

India, ISMA

e-pass: ahammedgulzar54@gmail.com

Abstract

This study to advanced development involves the use of reliable means to ensure efficiency, scalability, and the successful implementation of complex projects. Incorporating Organizational Lifecycle Methodology (OLM) into Return on Investment (ROI) analysis improves decision-making, resource allocation, strategic planning, and competitiveness, leading to better ROI outcomes. The methodology of advanced development is a structured approach that encompasses all stages of the project, ensuring its successful completion. Alignment with business model – verification of the alignment of the concept with the overall business model of the organization, ensuring that the concept supports the company's strategic objectives. This stage of concept exploration through operational requirements provides a thorough analysis of how successfully the concept meets user needs and can be implemented in real operational conditions.

Key words: *knowledge, approach, applications, users reducing costs, instructions, effectiveness.*

1. Introduction

The basis of this effect is a contradiction caused by the presence of many methods for calculating the integral indicator ROI [1, 2]. Integration of OLM with ROI systems faces challenges due to limited awareness, lack of fundamental knowledge, complexity overload, unfocused development, and resource constraints, hindering effective application in practice. At the same time, the wording of the highlighted problem is expressed as follows: "Life cycle is a concept which tried to describe product sales, income, customers, competitors, marketing strategy from the moment the goods enter the market until their withdrawal from the market". To obtain an effective application of ROI of the reliable assessments, a methodology is used that allows to generalize private proposals at the high-level technology.

2. Main Part

The object of this study is to suggest some ways of using the concept effectively and of turning the knowledge of its existence into a managerial instrument of competitive power. In summary the objective analysis and development process led to the reason for ineffective application of ROI approach and confidence among its potential users in OLC content [3]. The purpose of the study is aimed at developing ways how to productively transform the knowledge about the approach into management tool for assessing competitiveness. In accordance with the goal, the following tasks were set:

- Segregation of four main stages of the life cycle phases: detailing of each phase [4].
- Identification of main factors.
- Failure possibilities [5].
- Success through changes.

Complementing the OLM indicates profitability, while a negative one suggests a loss. ROI plays a key role in decision-making, comparing investment efficiency, and resource allocations.

3. Results

In practice, the transition from phase to phase is caused by crises. Moreover, each crisis is grounds for taking measures to help overcome a difficult situation for the organization. Taken together, the implementation of such measures represents a scenario for the development of the organization fields are controlled, but also the basis for the design of a modified technological control tool is created. Integrating OLM into the ROI system to enhance its effectiveness. By applying insights from organizational development stages to ROI analysis, companies can better understand how to allocate resources and make strategic decisions throughout the product lifecycle. This approach provides a holistic framework for assessing competitiveness and guiding organizational growth, bridging the gap between theoretical concepts and practical application in business management. Effective management of system availability, maintainability, and performance is crucial for maximizing ROI. Investments in these areas contribute to improving business processes, reducing costs, and enhancing overall profitability

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