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IMPLEMENTING ENGINEERING SYSTEM BASED COMBINATION OF THE REPUTATION AND IMAGE

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Abstract

Changes occurring in the external environment outpace the adaptation of algorithms to stabilize the enterprise. This necessitates a principled approach to system maintenance. The present study explores the feasibility of system design within an Engineering System (EnS).environment.

Key words: *algorithm, state, maintenance, aim, results, circumstances, assets.*

1. Introduction

The main contradiction consists of the sharp difference between the results of the analysis of the real activity of the enterprise and the norms set at the start of a business. The reason for the contradiction is the use of methods oriented to the comparison of enterprises as tools for goal setting. Such methods are set to image formation (See Fig.1) and are used in System Engineering (SnE) technologies [1]. Such means are the technology of assessing the cost of invested assets.

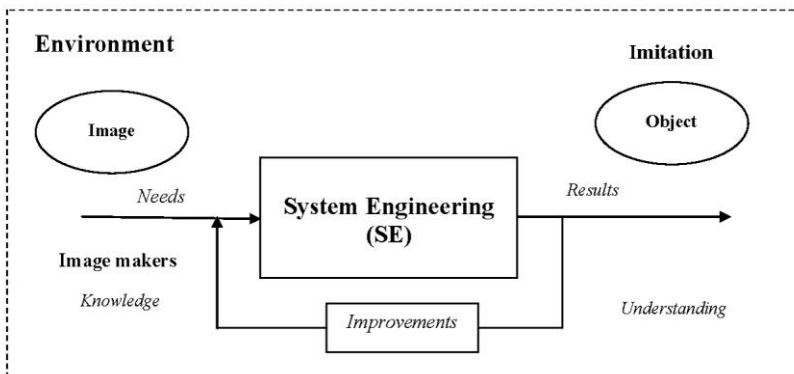


Figure 1. Structural Scheme of the SEN-Based Image

In this regard, the problem of this study is disclosed in the following formulation: "It is impossible to have at the disposal of the management a workable system of business organization in the absence of means of timely response to new circumstances". This approach requires the consideration of reputation asset

2. Approaches

The research object is a systematic approach to harmonizing all asset types. Hence, the research aim is to develop a procedure to align image and reputation assets (See Fig.2), achievable through the utilization of ES technology [2].

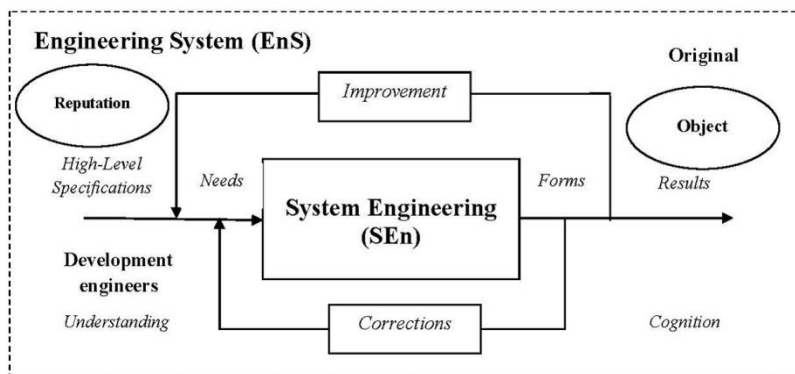


Figure 2. Structural Scheme of the EnS-Based Reputation

In pursuit of this aim, four tasks are addressed. The first involves designing the system structure, while the second necessitates selecting a methodology for valuing all types of intangible assets [3]. The third task entails describing the requirements for system change, and the fourth involves developing means to evaluate enterprise activity.

3. Conclusions

As the results of the research, the availability of means in the arsenal of the enterprise to counteract the influence of new circumstances should be the result of the research.

The new approach requires the disclosure of image assets to the level of reputational assets. In the course of such disclosure, new knowledge

is revealed, the use of which allows for an operational impact on the influence of newly identified factors. negative nature.

References

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