

В качестве преимуществ можно выделить возможность оперативно принимать управленческие решения, улучшать производительность, повышать вовлеченность и информированность (открытость) персонала, а также сокращать сроки и снижать финансовые и ресурсные затраты.

Является очевидным, что именно такой механизм планирования, мониторинга, анализа и улучшения деятельности вуза может обеспечить необходимый уровень принятия управленческих решений сегодня и создать условия для развития у студентов личностно-профессиональных компетенций и творческой активности.

В настоящее время мировое образовательное сообщество обсуждает такие новейшие инновационные технологии, как Smart Education («Умная система образования»). Дальнейшее развитие электронных технологий, обеспечивающих формирование у студентов профессиональных компетенций и творческой активности, должно осуществляться в направлении Smart Education.

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## **PRIORITIES OF INNOVATION DEVELOPMENT TIMBER INDUSTRY – A MAJOR FACTOR FACILITY MANAGEMENT**

The priority position of Facility Management, primarily financial, manufacturing and strategic planning and, of course, an innovative component.

In an unstable economy is particularly important new direction in studies of innovative perspectives on the basis of a technological breakthrough in the light of rational use of natural-resource base of the timber industry. Theoretical, methodological framework and practical justification of this issue are available. With regard to technological innovation are concepts defined by the Oslo Manual and reflected in international standards in statistics, science, technology and innovation. In accordance with international standards of innovation – the end result of innovation, has received expression in the form of new or improved product that is embedded in the market, new or improved technological process used in practice or in a new approach to social services.

Epistemological origins of innovation activities of small and medium-sized businesses in the forestry sector is an economic theory, which considers the relationship of resource (innovation as an element) and the resultant parameters of economic development: the theory of accumulation, theory of reproduction, growth theory, the theory of economic dynamics. Despite the increased interest in assessing the state of innovation demonstrated by the presence of different techniques, basic tools of innovation management in small business sectors of the forest sector in the regions are not sufficiently developed.

More than half of all forests in the Russian Federation grows on permafrost soils (Siberia and Far East). This leads to their low productivity. In the end, of interest to forest management is only 45 % of all forests. The greater part of these forests is located in the north of Europe and along the Trans-Siberian Railway.

Total timber reserves in Russia is 82 billion  $m^3$ , including mature and overmature stands – 44 billion  $m^3$ . The share of valuable coniferous species account for more than 70 %. In the country the average timber per 1 ha of mature and overmature stands, no shrubs, is 132  $m^3$ , including in the woods, suitable for exploitation, – 162  $m^3$  in 2010, in the forests of the Russian Federation, the main forest felling was harvested 130,9 million  $m^3$  of wood, including 115,8 million  $m^3$  – in the forests administered by the Forestry Agency. The annual allowable cut in 2010 in Russia as a whole amounted to 571 million  $m^3$ .

The development of the territory by means of innovative development, as opposed to support for individual producers, usually creates a beneficial foundation for the emergence and increase of competitiveness clusters. An effective policy on cluster focuses on measures to support the second type. As a rule, the latter possibly by stimulating demand as opposed to cost reduction.

The methodology of innovation development of the sector regions of Russia, should be based on the use of:

- methods for the formation of regional forest cluster by combining geographical proximity, their interaction farms and forestry industries in the region;
- methods of assessment of investment attractiveness of the forest innovation projects in the condition of the innovative environment and new tools for managing the innovation behavior of small and medium-sized enterprises;
- methodological tools to assess the competitiveness of regional forest cluster based on a dual approach (SWOT-analysis and cash flow management in an innovative environment, etc.).

In our opinion, a development-oriented clusters of economic policy is not accompanied by the creation of barriers to competition, since the target markets of forest clusters typically extend far beyond the territory, and even the country. Of particular importance is justification for state support and regulation for sustainable development of the innovative activities of all participants of forest re-

lations on the basis of rapid development and high concentration of scientific and technological, educational and innovation potential of the region.

#### Findings

1. The main criterion for the innovation value of forests of the Ural region is their economic potential.

2. In an unstable economy requires the development of a regional system of criteria and indicators for sustainable forest sector and forest management.

3. Calculation of indicators (indicators) of social and economic development of the forestry sector showed a number of negative trends, in particular – reduced the proportion of the forest sector in the gross product of the region, worsening the situation in the personnel system.

Paramount importance of methodological improvement of management tools in innovative development of the forestry sector, including:

- methods and techniques of planning for the forest sector innovation regions and evaluation of financial performance;

- algorithms for the adoption of innovation in the forestry sector within the constraints are debited to the raw materials, transport and environmental availability of raw materials, financial resources.

To solve the problem of increasing efficiency are important priorities right investment in the region and their subsequent implementation. Development priorities and effective implementation mechanisms will provide a qualitative change of parameters of the regional system, but in the long term – will lead to improved living standards in the region, improve the structure and main indicators of the regional economy.

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## **FACILITY MANAGEMENT ACTUALITY IN MODERN UNIVERSITY EDUCATION**

Facility Management is a tool for reducing the costs of the enterprise, and is part postindustrial innovation economy. Depending on the type of business cost savings ranging from 10 to 35 %. In the EU average – 10–15 %. In Japan, the "Toyota" fixed value of 35 %.