

# NETWORK EFFICIENCY MANAGEMENT AS A MANAGEMENT INNOVATION

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**Abstract:** *There is structured analyze of the main macro-economic trends of the world development at the modern stage, their influence on the business efficiency management presented at the article. The sound conclusion that innovation is the main driver of business efficiency maintenance and improvement. There are main principles of value creation chain network efficiency management concept as a management innovation formulated in the article. The examples of the specific models that implemented this concept on practice are given describing how these models proved their positive impact on business efficiency by synergy effect and relationships within value creation chain optimization.*

**Keywords:** *volatility, macro-economic trends, management innovation, value creation chain, network management methods, efficiency management.*

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The fact that the word «volatility» was the most popular word in the world since the summer 2008 hardly to be questioned. The reasons for this volatility are based upon the macro economy. An objective look at the state of the world economy and the short-term outlook of its development gives us the following main trends presented on the Figure 1.

For better understanding of the full impact of the adverse macroeconomic environment on future business performance, the reasons behind it should be carefully analyzed. The modern model of the world economy is based on idea of growth. Everything that has growth potential is considered good and successful. This principle of economic growth assumes that people demands are practically unlimited; we just have to find the right forms how to meet these demands and satisfy them by providing necessity goods or services with affordable price. All modern analytics valuation models are built on future cash flows estimation assuming future market and market share growth.

To analyze modern macroeconomic situation we should take into consideration this basic principle of the world economy development. Here is a brief analysis of the major trends and their impact on long-term business efficiency:

Demographics: population is growing that is may consider as a positive. At the same









