

Рисунок 2 – Диаграмма декомпозиции 2-го уровня (Процесс проведения изменений)

Модель процесса управления изменениями построена для повышения эффективности решения проблем, требующих управления изменениями. Данная модель построена на метауровне, т.е. является шаблоном, в который можно подставить некую проблему и с помощью описанных в модели действий решить проблему проведя изменения.

Литература

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PECULIARITIES OF THE PERSONAL BRENDING DEVELOPMENT IN MODERN ORGANIZATIONS

The relevance of the topic lies in the fact that the creation of personal branding is necessary to stand out between the variety of the people in the company scope and not to loose the way in the information chaos. The researches of the theoretical aspects of the personal branding building process have found a reflection in works of D. Aaker, H. Rampersad, T. Ged, M.H. Mescon, S.A. Kartashov, H.I. Kovalenko and other [1].

Due to the growing role of brands using in a commercial sphere the active sphere widening of their using is happening outside the commercial organizations environment. Branding is a process of building, development and support of the constant voluntary connection with a strategically important group of users with the help of the stable and effective set of differences that suggest the unchangeable high quality and pleasure [2]. It includes building, strengthening, repositioning, renovation and changing of the phases of the branding development, its widening and strengthening in the market.

The traditional understanding of the branding as an attribute of the company is widening last time in all spheres of the people's life. Personal branding is a method of the increasing of person's value on the appropriate market of the professionals. In the given case the increasing of the value can be done as in money equivalent so like some social bonuses. If a person can attract and keep social attention so she will find a way to convert it in actual wealth. To make an effective personal brand it is important to know of which strong side a personal brand is narrowing to its external manifestation, the attention is accented on the creating of the positive image of the self – confident professional in some matter. To creat a personal brand you have to develop its such elements as:

- exclusiveness is a unique, exception of a person, who has to form branding which distingwishes it maximum in a definite branch;
- significance is what a persone appreciates more gives an advantage, takes into consideration and what tries to aim;
- confidence is a confident behaviour of a person, who has strongly to believe in what he

tells and hardly achieves his aims;

- status support is a process of building certain connections in a definite branch.

In the basis process of the personal branding development is an interconnection of a brand – platform for a structure of which is comfortable to use the Pyramid of logical levels, which was created by Betson and later finished and improved by Dilts with some elements of personal branding (Fig.1).

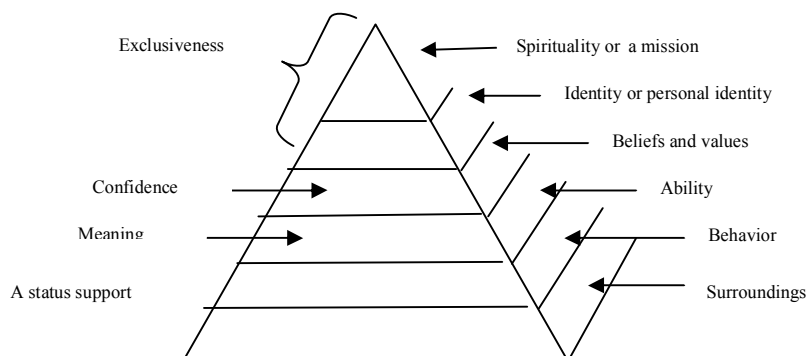


Fig. 1. The interconnection of the Pyramid of logical levels with elements of personal brand

So, creating a personal brand influences on the priorities, as functional (business style) and as mental (positioning of a person in a professional collaboration) and also a person can develop new habits, styles and communications in this process.

References

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ВОСПРОИЗВОДСТВО МОЩНОСТИ УГЛЕДОБЫВАЮЩЕГО ПРЕДПРИЯТИЯ В УСЛОВИЯХ НЕОПРЕДЕЛЕННОСТИ

Производственная мощность угледобывающего предприятия обеспечивается количеством действующих очистных забоев и нагрузкой на них. На крупных шахтах с производственной мощностью более 1500 тыс. тонн угля в год количество одновременно действующих очистных забоев колеблется в разных диапазонах (табл. 1).

Таблица 1. Показатели деятельности шахт

Название предприятия	Производственная мощность на 01.01.2013 г.	Среднединамическая мощность пласта по добыче угля в 2012 г.	Количество действующих очистных забоев на конец 2012 г.	Добыча из действующих очистных забоев за 2012 г., тонн
Шахта «Комсомольская»	1500	1,49	5	1427885
Шахта Степова	1500	1,38	1	252632
Шахта им. А.Г. Стаханова	1800	1,91	2	683387
ГП ОП «Краснолиманская»	1900	2,3	3	1180669
Шахта «Красный партизан»	1800	1,72	2	1875412
Шахта «Должанская-Капитальная»	1800	1,4	4	1993100
Шахта им. Героев Космоса	1880	1,14	4	2185051

Воспроизводство мощности обеспечивается перманентной подготовкой новых очистных забоев. Организация подготовки каждого забоя представляет собой самостоятельный инвестиционный проект с четко лимитированным сроком реализации и