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Modeling management decision making in the socially oriented business structures

The article discusses the main economic and mathematical models used in making and implementing management decisions. It has been established that the beginning of making a managerial decision is determined by the nature of solution of managerial problem: creative and standard, implementation of a managerial decision is subordinate to the certainty of the result, that is, its probabilistic or deterministic outcome. The procedure and modeling of the process of making and implementing management decisions will be linear or non-linear. On this basis, the types of mathematical models for solving managerial problems are considered when making and implementing managerial decisions to optimize the chosen option. The author's model is proposed based on a two-phase system from the theory of queues with elements of nonlinear programming for making and implementing managerial decisions in socially oriented business structures. The model includes a combination of linear and non-linear programming. Since when conducting business, socially oriented entrepreneurial structures are aimed at obtaining two types of effects, both commercial and social.

Keywords: management decision, mathematical modeling, entrepreneurship, management, social entrepreneurship.

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