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Criteria for Studying Demand for a Museum of a Large Nuclear Industry Enterprise and Assessing Its Efficiency

Abstract

The article reviews the results of studying the demand for the museum at the nuclear industry enterprise JSC “OKBM Afrikantov” and its effectiveness. The research uses empirical methods of interviews and surveys through questionnaire. The results are analyzed using such scientific methods as grouping, classification, analysis, synthesis, as well as process, functional, and system approaches. Upon receiving the results it becomes clear that the museum is quite in demand and mostly meets the visitors’ expectations. However, there are some problem areas in museum’s work which should be improved. Among the challenges and problem areas of the

industrial museum functioning the authors underscore the following: staff shortage, financial restrictions, lack of computers and special technical equipment. Problem areas shown in the research coincide with these. Having analyzed the problem areas, the authors propose some ways of optimization of the museum activity. Conclusions are based on qualitative and quantitative analysis of the demand for museum activities and their quality conducted upon efficiency criteria. The result is a lists of problematic issues and suggestions for their elimination and for improvement of the museum activities. Meanwhile, the problem areas are considered as “areas to develop” in order to increase the museum’s demand and efficiency. Realization of scientific, technical, and organizational measures will enhance the consumers’ and stakeholders’ satisfaction. The research results and suggested solutions can be adopted and used in similar enterprises.

Keywords

Museum, museum exhibition, museum of an enterprise, industrial company, customer satisfaction research, statistical research, quality of museum events organization

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