

УДК 069.01+069:621.039

DOI 10.28995/2073-0101-2019-1-126-139

Sergey M. Brykalov, Aleksey S. Balyberdin, Vera E. Borodina

“Afrikantov OKBM,” Nizhny Novgorod, Russian Federation

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

Download the article: [brykalov_balyberdin_borodina_doi](#)

References

BRYKALOV, S. M. Novyi podkhod k povysheniyu effektivnosti predpriyatii mashinostroitel'nogo diviziona Goskorporatsii “Rosatom” (na primere AO “OKBM Afrikantov”) [New approach to increasing enterprises’ efficiency in Rosatom machine-building department (a case-study of

JSC “OKBM Africantov”). In Russ.]. IN: Nauchnaya shkola F. F. Yurlova: sbornik nauchnykh trudov [Scholarly traditions of F. F. Yurlov: Collected scientific papers]. Nizhny Novgorod, 2016, pp. 12-17.

BRYKALOV, S. M. Strategicheskoe upravlenie promyshlennymi predpriyatiyami atomnoi otrasli na osnove mnogourovnevnogo podkhoda: monografiya [Strategic management of nuclear industry enterprises based on the multilevel approach: A monograph. In Russ.]. Moscow, “Vash poligraficheskii partner” publ., 2015, 259 p.

VAINU, Ya. Ya.-F., Korrelyatsiya ryadov dinamiki dinamiki [Series of dynamics correlation. In Russ.]. Moscow, Statistika publ., 1977, 90 p.

About authors

Brykalov Sergey Mikhailovich, PhD in Economics, JSC “Afrikantov OKBM,” head of strategic development and production system improvement division, Nizhny Novgorod, Russian Federation, +7-831-246-98-44, sm-brykalov@okbm.nnov.ru

Balyberdin Aleksey Sergeevich, JSC “Afrikantov OKBM,” head of multi-criteria analysis and operational efficiency bureau of strategic development department, Nizhny Novgorod, Russian Federation, +7-831-246-98-44, balyberdin@okbm.nnov.ru

Borodina Vera Evgenievna, JSC “Afrikantov OKBM,” engineer on marketing of strategic development department, Nizhny Novgorod, Russian Federation, +7-831-246-98-44, veb91@yandex.ru

Submitted 20.08.2018, published (for citation):

BRYKALOV, S. M., BALYBERDIN, A. S., BORODINA, V. E. Issledovaniya kriteriev vostrebovannosti i effektivnosti funktsionirovaniya muzeya krupnogo promyshlennogo predpriyatiya atomnoi otrasli [Criteria for Studying Demand for a Museum of a Large Nuclear Industry Enterprise and Assessing Its Efficiency. In Russ.]. IN: Vestnik arhivista / Herald of an Archivist, 2019, no. 1, pp. 126-139. doi 10.28995/2073-0101-2019-1-126-139

You can read completely article in the russian historic-archival magazine “The Herald of an Archivist”. Read more about terms of subscription [here](#) .

Полностью материал публикуется в российском историко-архивоведческом журнале ВЕСТНИК АРХИВИСТА. Ознакомьтесь с условиями подписки [здесь](#) .