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Iryna STOROZHUK

PhD in Economics, researcher

Laboratory Humanis

EM Business School of Strasbourg University, France

i.storozhuk77@gmail.com

ORGANIZATION AND EFFECTIVE MANAGEMENT OF VIRTUAL IT PROJECT TEAMS

ОРГАНІЗАЦІЯ ТА ЕФЕКТИВНЕ УПРАВЛІННЯ ВІРТУАЛЬНИМИ КОМАНДАМИ ІТ-ПРОЕКТУ

Actuality of the research topic of the principles and methods of managing virtual teams is connected with the fact that one of the most important intangible assets of a modern company is the effectiveness of its own management system, which ultimately leads the company to achieve its own strategic and tactical goals and achieve a certain level of profitability. Today, companies are increasingly turning to partial, or even complete, remote work in their own offices and other administrative units.

Research on the organization and effective management of virtual teams lags far behind the study of traditional management methods.

The modern development of market relations leads to the globalization of markets and individual companies, with trends towards integration into global communities and the creation of transcontinental teams working on software products.

In terms of agile management practices, it seems necessary to conduct research on some challenges faced by virtual communities of software developers with branches across the world, such as correctly understanding and effectively managing virtual teams.

As part of the research, it is planned to provide answers to the following questions:

- how to organize the cooperation and collaboration of virtual teams as effectively as possible?

- how to manage a project when everyone is not physically present at the same time?

- how to ensure maximum productivity and effectiveness of virtual teams with maximum savings in operating costs for process organization?

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Such collaboration and integration between teams located in different locations and time zones constitutes a real challenge for software companies in particular and for management sciences in general.

The purpose of the study is to substantiate the theoretical and practical foundations and develop models, mechanisms, methodological recommendations for improving the management of virtual project teams and, as a result, increasing the efficiency and competitiveness of IT companies.

To achieve this goal, the following scientific and practical tasks were set:

- study and summarize the theoretical and methodological foundations and scientific achievements regarding the formation and evolution of the concept of managing virtual teams, search for debatable issues and directions for its further development;
- carry out an analytical assessment of the state, dynamics and development prospects of the organization of the software product development process with the help of virtual teams;
- analyse the main characteristics and differences in the management of virtual teams compared to traditional management approaches in the IT field;
- study the behavioural factors of participants in virtual communities during cooperation;
- study of existing methods of analysis and evaluation of the effectiveness of virtual communities;
- justify directions, opportunities and ways to optimize the process of organizing and managing virtual teams, which will minimize costs, maximize the economic effect and achieve the planned performance indicators;
- develop methodological recommendations to improve the management of virtual teams and optimize management processes in IT companies.

The objects of study are organizational, managerial and economic processes in IT companies, virtual teams of software developers.

The subject of the research concerns theoretical-methodical and applied problems and processes of management and organization of the work of development teams in IT companies.

As part of the already conducted research, an in-depth study and analysis of the available scientific and applied sources on the research topic was carried out:

- evaluation of existing literature on the research topic and identification of compelling arguments proposed by other researchers;
- identification of the main concepts, methodologies, hypotheses and conclusions of studies already carried out;
- comparison of the most reasonable hypotheses and research results, identification of their strengths and weaknesses;
- comparison of the different points of view of the authors, explanation of the most important points of disagreement.

The hypothesis was tested: given the novelty of the subject studied, today there is a lack of official, scientific, methodological and educational sources and materials on the topic of managing virtual teams. And the main sources of information are reduced to various Internet resources, such as: websites of educational companies, private blogs of specialists in the field, forums of specialized resources.