
A specific character of the controlling concept implementation into the management systems of German companies operating at the Russian market

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The article presents an analysis of management features and problems of the German companies operating in the unstable conditions of the Russian market. We examined and systematized the factors which determine attractiveness of the Russian market for German companies. The concept of controlling realized in international companies is introduced. Basic tools of strategic and operative controlling which are used in management of German companies are specified. The expediency of using modern IT systems for management process automation and information support of "Controlling" module is substantiated. The authors proved the relevance and prospects of implementing the concept of controlling into the management of German companies operating in the Russian market.

Keywords: German companies, concept of controlling, tools of controlling, strategic controlling, operative controlling.

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