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## Selecting the management strategy by the enterprise of housing and communal services sector under conditions of climatic uncertainty

Mironova M.

*Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia*

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### Abstract

© Petra Vrbova, Vaclav Cempirek, Jiri Alina, 2016. The article analyzes one of the actual problems of housing and communal services sector associated with selecting the strategy for sustainable development of the industry under the uncertainty of external environment due to climatic factors. The choice of effective management strategy under uncertainty can be based on the analysis and comparison of expected returns and standard deviation values of the alternative strategies. The author proves that uncertainty may be an important condition for the transition of housing and communal services enterprises to the higher level of development. This transition under uncertainty can be accomplished through the implementation of management strategies based on new targets-attractors: from managerial innovations-to technical and technological innovations-to innovations in service technologies-then to qualitative transformation of the environment.

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### Keywords

Climatic uncertainty, Housing and communal services, Strategy choice, Sustainable development