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PROJECT MANAGEMENT OF FAMILY INSTITUTE IN THE DIGITAL SOCIETY

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Abstract. The article discusses the project management methodological foundations of the family institution in the digital society. The authors state and analyze the crisis in the social sphere associated with the fact that the change in the hierarchy of ownership in a digital post-industrial society is not accompanied by a change in the priority support subjects in the social sphere. It is shown that families that find themselves in a difficult life situation continue to be the key support subjects, and not those that determine the priorities of the country's social development today. Social technologies for managing the family institution should be derived from the theory and practice of the new digital society in Russia, and the article considers project management as an effective tool for solving the problem of supporting the family institution in the digital society. The integrated system creation of the state strategic management to support the family institution in a digital society is methodologically justified. It is noted that forecasts, strategies and support programs should be linked in terms of goals, timing and activities in the proposed system. In addition, the need to monitor the decisions' implementation is substantiated, for which it is proposed to use both aggregated indicators, and indicative, and critical ("threshold") ones.

Keywords: social sphere; digital society; project management methodology; family institute; performance evaluation indicators.

JEL codes: I30; I38.

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