**Reflexive models of complex activity**

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This paper presents methodological aspects of the reflexive models of “complex activity”. The unified formal model unit, named Structural Element of the Activity, and the procedure to form fractal hierarchies of these units, which describe complex activity as a whole entity, are introduced.

We propose an approach to analyze the temporal and logical structure of complex activity (i.e., causing the fractality/hierarchies of the structural element of the activity), as well as generalize and identify six basic variants of the complex activity structures.

The implementation of complex activity with the course of time and under uncertainty is analyzed.

Different classifications of the structural element of the activity by several bases are suggested.

An efficiency analysis of complex activity using the proposed structural element of the activity model is performed.

The applicability of the structural element of the activity model is illustrated by examples: exemplar fragments of the activities of a large aerospace corporation, a local industrial enterprise and a large consulting company are presented.