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INFORMATION SYSTEMS AND THEIR ROLE IN BUSINESS MANAGEMENT AND THE ECONOMY

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Abstract

In market conditions, information is one of the main factors determining the effectiveness of managerial work. The increase in the volume of information, the complexity of the tasks solved by managers of enterprises and organizations, the need to take into account many interrelated factors, the need to navigate in rapidly changing conditions – all this urgently requires the creation of an appropriate information environment. Guided by a systems approach, any organization can be represented as a system for converting resource flows (material, energy and information) into final flows of products and services.

Keywords: management work, information systems, informatization.

Introduction

Informatization of society is becoming one of the defining aspects of modern economic life. Information has become the most important resource of society, has become an integral part of economic activity at all levels. In conditions of fierce competition and the spread of entrepreneurship, the effectiveness of informatization in management has increased significantly. This is understandable: organizational, economic and social objects of management will be able to survive only if they have timely access to in full, all objectively necessary, probable, information related to their production, business or other life activities. The importance of information in society is growing rapidly, Methods of working with information are changing, areas of application are expanding application of new information technologies. The complexity of the phenomenon information, its versatility, breadth of application and rapid development is reflected in the constant emergence of new interpretations concepts of information and information technology.

Let us give some important characteristics of information that make it an object of use in business: information is reliable if it does not distort the real state of affairs in the external and internal business environments; information is complete if it is sufficient for the user to understand the situation and make a decision; the quality of information, its value lies in the extent to which the

useful set of information and the essential connections between them that the user or system has; the value of the same information is relative – it depends on a specific time period, a specific situation and a specific user; information is adequate if the level of correspondence of the information image to the real object, process, system is adequate to the given one.

The development of management science and the informatization of society, mass communication processes and the intensification of ties between people through the creation of local, regional and global computer networks, the conquest of leading positions in the sphere of services and information production are features of the civilized development of most countries. Management of economic entities involves the implementation of a certain set of actions, which consist in developing a management decision and bringing this decision to the executors with the subsequent identification of the results of its implementation.

Conclusions

Any processes for the assimilation and application of information include processing procedures: registration, collection, storage, transmission, distribution, visualization and decision-making. Information technologies are precisely such means and methods by which the specified procedures are implemented in thematic information systems. The goals of IT are the high-quality formation and use of information in accordance with the needs of the user. The criteria for optimizing the information process include the timeliness of information delivery to the user, its reliability, authenticity, completeness. Information technology as a set of methods of production processes and software and hardware tools combined into a technological chain provides the collection, processing, storage, distribution and display of information in order to reduce the labor intensity of the processes of using an information resource.

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