

INFORMATION SUPPORT OF THE MANAGEMENT PROCESS OF THE ECONOMIC ENTITY

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Introduction. During the rapid development of information technologies, the activities of economic entities cannot be without changes. These changes require owners of small, medium-sized and large businesses to quickly respond and introduce advanced technologies into their activities. This applies not only to the sphere of information technologies, but also to business management methods (for example, project management, business process re-engineering, "high results - high obligations" system, strategic management, etc.), which, accordingly, are implemented with the help of the information and communication support system. Such tandem creates conditions for increasing competitiveness of the economic entity and allows ensuring growth of its value. The use of information systems in the management of activities of economic entities ensures not only economic effect (quality of organization of components of the enterprise, improvement of financial and economic indicators), but also social: increase of the level of investment attractiveness of the enterprise, clarity and transparency of accounting and analysis, adaptability as a result of business restructuring, increase of mobility [1, p. 13].

Materials and methods. The works of many scientists are devoted to the problems of definition and importance of information and communication support in the management system of the activity of the economic entity, namely: Vasylevska A. O., Kozachenko V. E., Kryzhanovskyi E.M., Lavruk L.V., Larina N. B.,

Liakhovych L. A., Tytarenko I. V. and many others. However, despite the large number of works in this area of research, the universality of information technology tools requires further integration into all links of management of the activity of the economic entity.

In the study methods of analysis, synthesis and generalization are used to determine the content of basic concepts; inductive - at collection, systematization and processing of information; deductive - in theoretical understanding of the problem.

Purpose.The purpose of the work is to specify the role of information technologies in the system of ensuring business value growth through the introduction of project management methods.

Results and discussion.The nature of information support for management activities is formed by a set of information resources, which contribute to the effective implementation of the management process, in particular the development and implementation of management decisions. Information support is a quality information service for management personnel of the enterprise by creating a dynamic system of data collection, processing, storage and conversion to reliable, timely, accurate, up-to-date information for effective management process, including project management [2, p.74].

Updating the issue of proven efficiency and the need to introduce project management methods into the activities of a modern enterprise, we note its main advantage, namely, the systematization of decision-making and implementation in the way of achieving strategic directions of activity, provided that the costs of time and various kinds of resources (financial, labor, material, etc.) are minimized.

Information technologies are becoming increasingly important in project management as they are designed to improve management efficiency and reduce the percentage of projects that are incomplete. IT enables you to manage changes, resources, limits, communication, team, and other factors that impact the project [3, p. 141].

Formation of decisions during project management is difficult process which depends on completeness, reliability and efficiency of information on results and

environments of functioning of the enterprise. It is under these circumstances that the role of information and communications technology is being updated in project management, which will determine the effectiveness of innovation based on available information resources.

Information support for the enterprise depends not only on the availability of information resources, but also on the possibility of introducing information innovations, streamlining information flows, solving problems of their effective information interaction with market participants [4].

Information exchange, creation of information resources and coordination of information and analytical activities are carried out by the project management. The information support forms a generalized idea of the state of the enterprise and the results of project implementation at certain stages. Information flows are exchanged according to the organizational structure of the project team in particular, and of the enterprise as a whole, using communication tools and methods. The flow of information depends on the objectives of the decisions taken and the performance indicators of the project.

Thus, the information and communication support of the economic entity management process, as a project, forms an interconnected set of knowledge about the influence of external and internal factors at all stages of its operation in the way of value growth.

Accordingly, it is possible to increase the value of the enterprise by introducing an effective management system using modern tools. In general, the value management process consists of the following steps: determination of market value; identification of factors affecting the cost of the enterprise; identification of priorities for the reform of the enterprise management strategy to increase its market value; identification of tactical measures of enterprise value management; monitoring the implementation of enterprise value management strategy and tactics.

The implementation of the strategy happens within the framework of the desire of business owners and top managers to increase the security of their business due to the introduction of uniform "rules of the game" - issues of formalization of business

processes, procedures, order of decision-making and the like become relevant. This also applies to strategies that could guarantee further success and growth of business [5].

The process of forming the control system itself and the implementation of each of its stages is ensured by the use of the corresponding information technology. Thus, the visualization and clear vision of the management process can be ensured by the use of business process modeling methods (structural-functional modeling using SADT methodology), which are defined by one of the directions of system analysis and consist in displaying a subjective vision of the work sequence in the form of a formal model consisting of interrelated operations [6].

The problem with project management is their diversity. One cannot select the ideal project management tool for any of them. Classic project management is the fundamental direction of the development of flexible project management models. It provides for a clear division of the process into stages (phases), defining the amount of resources and meeting the deadlines required for their implementation.

An important factor in managing a project is its response time to unplanned situations. Application software is used to reduce this time. Due to the fact that classic project management is strictly tied to the time of execution of tasks, as a rule, predetermined at the planning stage, calendar-network planning tools are excellent for the implementation of projects under this approach. The most common planning tool is the Gant diagram. There are many tools for building it - from simple tables like Excel and Smartsheet to professional software packages such as Microsoft Project and Primavera.

Conclusions. Thus, it has been proved that the processes of project management and value management of the enterprise are combined and enriched by the use of modern information and communication support tools. At the same time, the achievement of the general goal of project management and the value of the enterprise forms the basis for the development and implementation of its development strategy.

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