

Obydiennova T.

INFORMATION SUPPORT OF THE PROCESS OF STRUCTURAL TRANSFORMATIONS OF MODERN ENTERPRISES

Management of structural transformations of modern enterprises can not be effective without information support of the management decision-making process. The information had to be timely, reliable and up-to-date at all stages of structural changes. Timely receipt of the necessary information allows to structure the received information and to use them optimally. To do this, they must take the form of information resources, ie a well-organized set of sources of information suitable for regular use by the entity in its regulatory activities.

The main tasks of information support of management activities at enterprises include the collection, storage, processing and transmission of information to analyze the results for the preparation, justification and management decisions. The main functions of information support of management activities at enterprises: computing, communication, information, optimization, regulatory, analytical, etc.

Thus, the information support of management activities in enterprises - a comprehensive communication system for collecting, transmitting and processing information. The main purpose of information support is to provide managers of different levels of information management in order to ensure the production of effective management decisions.

Sources of income information needed to make decisions about the structural transformation of modern enterprises can be divided into two groups: internal and external.

Internal sources of information are represented by information-analytical departments and groups of employees of modern enterprises (their activities are related to various information links and periodic reporting). Internal information is information that is formed at the enterprise itself, namely: the state of organizational and technological capabilities, production capacity, qualification level of staff, availability of material and financial resources, as well as sources of their income, etc.).

External sources include information that is published in the public domain or comes from other companies. This information is provided by the media, advertising and news agencies and resources, suppliers, customers, buyers, competitors and more. External information includes reports on innovations in the technological process of production, the level of competition in domestic and foreign markets, prices for products of competitors - companies, investment opportunities, markets, raw materials and more.

External information that is regulated and binding must be singled out. Information on the mechanisms for regulating the activities of enterprises through economic and administrative levers of the state are established by relevant regulations. This information concerns the mechanisms of state regulation of pricing, public investment, taxation, protection of the rights of producers and consumers, etc.

The company's management must make every effort to make the information received objective and reliable before making a final decision on structural changes. Information on the structural transformations of modern enterprises can be analyzed by several groups, namely: its content, form of presentation, requirements for it, and so on. This grouping of information is necessary for the evaluation of objects in the process of structural transformation, which will structure the data obtained and create the necessary conditions for their effective use.