

## **INFORMATION FLOWS IN MANAGEMENT BY BUSINESS ENTERPRISE**

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## **ІНФОРМАЦІЙНІ ПОТОКИ В УПРАВЛІННІ БІЗНЕСОМ ПІДПРИЄМСТВА**

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The role of information systems and technologies in the modern business is strategic to promote management, to respond adequately to the dynamics of the market, to maintain and deepen the competitive advantage in order to maximize the benefits. Application of information systems can radically change the style of management and significantly improve the performance of the company. That is why it is important to form the future competence of information technology experts in the field of construction and operation of information systems and technologies and the possibilities of their use in the management of business structures. The consequence of managing business processes is formed documents, arrays of information, the information of which forms information flows, which connect the functions of business management into a single whole.

The AIS functions as the only organism that implements business management functions based on modern information technologies. Any business model is based on the introduction of innovations into the practice of operating activities, which determines the possibilities for its organizational development. The need for modern information technology (IT) is actualized by the degree of enterprise development,

when it is difficult to control economic activity exclusively by human resources and it is difficult to manage effectively (growth of information in quantitative and qualitative parameters is a necessity for technical means for the formation of information flows), and therefore the necessary decision becomes search and realization of new technological decisions which allow to improve the quality of management. The IT infrastructure should be holistic, as reliable as possible, properly designed, possess a large margin of strength, not only to meet the current state of business, but also to take into account its future development.

Modern software offers useful tools for improving the recruiting process, namely ATS the system of automation of recruitment. Among the free automation systems for recruitment, you can also select αRecruiter, Talentsquare, Zoho Recruit [1]. One of the most important administrative areas for the use of modern information systems is software for project management. For example, one of the most popular and free resources is Redmine, which has the following functionality: multiple projects; flexible access system based on roles; error tracking system; Gantt chart and calendar; project news, document management and file management; alert for changes via RSS feeds and email; forums for each project; accounting for time costs.

Business automation is equally important for financial accounting and analysis, accounting, and accompanying documentation. The use of information and innovation systems in this area can significantly increase the competitiveness of enterprises in the market, as well as identify and neutralize existing problems. An integrated solution to this problem can be found through ERP systems (Enterprise Resource Planning) [2]. Interesting to optimize the financial management process, there are free applications «DebtControl» and «BillMinder» that help control payables by using a reminder system and determining the priority of payment lines. One of the management problems successfully solved with the help of IT technologies is the remote access to shared user databases that are geographically separated. There are cloud storage for storing documents and giving access to them to authorized persons. The most famous of them are «Google Drive» and «Dropbox» [3]. An important requirement of time for a modern manager is the processing of not only intra-firm information, but also external, generated by events of political and cultural, state and international scales.

There is a whole range of IT technologies that help the manager navigate around the world and on the market, such as an application such as Zite. This program only selects the most important articles in the user's interest range. The development of information systems reflects the requirements for business improvement. The need to improve the quality of management in accordance with the information processes of

real business processes, in accelerating the workflow and in preparing management decisions is key to the development of modern information systems. Knowledge for business is a source of competitive advantage and capital of the company. To gain these benefits, knowledge must be managed. The key to knowledge management is to deliver the necessary knowledge to interested individuals within the organization at a specific time [4]. To do this, we need technologies that provide knowledge work. According to the knowledge management formula proposed by IBM and Lotus, knowledge management technologies should provide: search for people with the necessary knowledge; providing them with a public place (virtual space) for the exchange of information and knowledge; information management.

Knowledge is based on a special type of enterprise resources - information resources, which, in essence, includes the entire amount of information accumulated in the information system of the enterprise. Rational management of information resources can improve the efficiency of business management.

The functions of information resource management at enterprises are performed by the IT department. In order to increase the effectiveness of business management, the IT department creates and develops custom information services and support services (IT services). Reduce the differences between business desires and the real capabilities of the IT department and build a constructive dialogue between business and IT, especially in the implementation of large-scale automation projects, helping to put together an IT strategy. This document reflects the current and future trends in IT development that are consistent with business development goals.

The functions of business management connect in single integrative information flows of foreign, marketing, regulatory, policy, planning, operational, accounting, financial, analytical information. It is possible to optimize information flows only in the conditions of functioning of the integrated AIS, covering all business processes, all aspects of business and management functions.

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