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THE ROLE OF INFORMATION SYSTEMS AND TECHNOLOGIES IN THE ACTIVITIES OF COMPANIES

Abstract. The role of information systems and technologies in the activities of companies is considered. The use of information flows in logistics determines the formation of logistics information systems. The author proves that for high-quality, productive and effective management of logistics companies, it is necessary to use modern information systems and technologies, as they provide competitive advantages of the enterprise, its constant development and improvement.

РОЛЬ ІНФОРМАЦІЙНИХ СИСТЕМ ТА ТЕХНОЛОГІЙ У ДІЯЛЬНОСТІ КОМПАНІЙ

Анотація. Розглянуто роль інформаційних систем та технологій у діяльності компаній. Використання інформаційних потоків у логістиці зумовлює формування логістичних інформаційних систем. Автор доводить, що для якісного, продуктивного та ефективного управління логістичними компаніями необхідно використовувати сучасні інформаційні системи та технології, оскільки вони забезпечують конкурентні переваги підприємства, його постійний розвиток і вдосконалення.

Informatization of modern society is a global process. Its feature is in the field of social production to the forefront collection, accumulation, production, processing, transmission, use and storage of large amounts of information. The processes that take place in connection with the informatization of society are not only conducive intellectualization of all types of human activity, acceleration of scientific and technological progress, but also to create a qualitatively new information environment that ensures the development of creativity human potential. Today there is a sharp increase in information in society in general and information used in enterprises and organizations in particular. This is due to the growing pace of development of science and technology, the emergence of new technologies,

their rapid change, the active accumulation of theoretical knowledge and practical experience.

The efficiency of the personnel management system depends on the information base, which is a set of data on the state of the managed system and trends in its development through quantitative characteristics of the processes occurring in employees and in their industrial and social environment. Exploring the possibilities of improving the efficiency of the management system through the introduction of an information base is becoming an urgent issue today. Information used in personnel management, by its nature is divided into normative, reference, methodological, accounting, based on primary accounting materials, as well as reporting, presented in a generalized form [1, p. 27]. The impact of information and information technology on the development of the Ukrainian economy is so great and significant that within the theory and practice of allocating information into an independent resource, factor of production, and information policy is developed and implemented by state and regional governments. Information is studied and analyzed from the standpoint of goods, strategic resources, and information relations - as a commodity relationship and the basis for the development of the whole complex of socio-economic sphere [2, p. 5].

Modern production in market relations and its main organizational structure - the company belongs to the category of complex systems that should be considered when analyzing the functioning and development of the enterprise, assessing its economic efficiency, ability to make optimal management decisions, adapt to market risks, form a security system and etc.

The main source of primary information is the documents of personnel departments, orders, directives, etc. Another source of information - the workers themselves, materials of sociological research. Many processes that determine the personnel situation are very dynamic: changing the number of staff (due to turnover), its structure throughout the set of features: age, seniority, etc. Quantitative characteristics of the degree of rational use of labor, evaluation of labor results are needed. The need to collect, store, process, analyze a large amount of various personnel information, providing it to users in a convenient form poses the task of creating an appropriate information system at the enterprise. The components of such a system are equipment and materials for collecting, storing, processing, searching and issuing the necessary personnel data, proper organized accounting, adapted for information support of personnel problems, a set of techniques and methods of using this system.

According to the use of information technology within the logistics system is to form and maintain information flows in the management system. The use of information flows in logistics determines the formation of logistics information systems. A feature of these systems is the presence of interconnected information networks [3, p. 112].

The basis of the information system should be a single array that reflects information about each employee, his environment and external to him working conditions, which in turn requires a certain organization of information and methods of operation of the data array. Significant expansion of information, job characteristics related, the content of the work itself, defining requirements for the employee, which will link the hiring of a new employee with the characteristics of vacancies and providing employees with information on possible pay, career advancement and others information necessary for the timely assessment of the employee are also ways to improve the quality of information management of personnel of the enterprise.

Thus, for high-quality, productive and efficient management of logistics companies it is necessary to use modern information systems and technologies, because they provide competitive advantages for the enterprise, are one of the conditions for successful activity in the market of goods and services, allow to increase the level of cooperation and communication with customers, suppliers, partners, intermediaries, etc. in a single information space with synchronized flows. Also, the use of information systems and technologies ensures the simultaneous focus of the logistics company on the consumer, business process, prevention of errors and failures, continuous development and improvement.

References

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