

MEDIA INFORMATION SUPPORT OF ENTERPRISES ENGAGED IN FOREIGN ECONOMIC ACTIVITY

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Стаття отримана редакцією 21.02.2020 р.

The article was received by editorial board on 21.02.2020

Introduction. The sharp development of information and communication technologies in foreign economic activity requires purposeful training of management personnel in order to use them skillfully and safely. Transition to Data Analytics, Big Data, Data Mining, Business Intelligence, Artificial Intelligence, Machine Learning helped reduce the speed of management decision-making all over the world, hence providing businesses with efficiency and dynamism. Since using of media information technology requires constant improvement not only of personal media awareness, but also changes the essence of business processes at enterprises realizing foreign economic activity, it is essential to create certain conditions which will be aimed to develop media literacy of management personnel.

Therefore, a lot of problematic issues concerning implementing of media literacy among management personnel of FEA enterprises which need to be solved have arisen, namely: to review a strategy and concept of an enterprise; to adapt a structure of an enterprise to use of media literacy technologies, to change business processes of an enterprise, to develop a selection and implementation mechanism for media literacy technologies. Thus, tasks concerning the definition of media information support of enterprises engaged in foreign economic activity are relevant.

Review of recent sources of research and publications. The problems of development of media literacy, use of technologies related to it in the activity of enterprises are considered in the works by following authors: T. Haida [3,18], R. Coase [4], S. Grossman, J. Stiglitz [5-6], M. Porter [7], V. Orlova [8], H. Zadorozhko [9], O. Liashenko [11-12], R. Blumberg [14] and others. The scientific works provide researches of general tendencies of development of information and communication technologies, influence of their development on the practice of doing business works of scientists. Without reducing of scientific contribution of the scientists mentioned below, it is necessary to point out the lack of research dedicated to the media information support of enterprises engaged in foreign economic activity, which caused the choice of topic, logical and structural construction, purpose and objectives of the research.

Setting objectives. The objective of the article is studying the media information support of enterprises realizing foreign economic activity.

Theoretical aspects of the research are based on a comprehensive use of fundamental statements of modern economic theory, scientific concepts, theoretical developments of domestic and foreign scientists about spreading media literacy among the management staff of enterprises engaged in foreign economic activity.

The information base of the research consists of official materials of the UNESCO Paris Program Recommendation on Media Education, the European Parliament Resolution on Media Literacy in the Digital World, the UNESCO Declaration on Media Literacy, the UNESCO Paris Declaration on Media and Digital Information [1].

Main material and results. Based on the existing foreign and domestic approaches to the interpretation of the concept of media literacy, we hold the position that from the perspective of foreign economic activity media literacy should be considered as a part of the world media culture, which is related to the ability to use information and communication tools, communicate with the help of information technologies, successfully gain information which is needed to an enterprise, consciously perceive and critically interpret information received from different media, separate reality from its virtual simulation,

understand the reality of both external and internal media sources. For its part, media competence should be considered as a level of media culture which provides understanding of socio-cultural, economic and political context of the functioning of the media by management, certifies its ability to bear and transmit external media values and standards, effectively interact with media, create new elements of media culture of a modern enterprise which are adequate to national and international economic policy. Media information literacy is considered as a modern strategy, which means a mix of traditional concepts of media literacy and information literacy, a common list of competencies of management personnel of the enterprise realizing foreign trade activities (knowledge, skills and relations) necessary for today's selection of effective strategy of enterprise development and form of entering the foreign market. Media literacy considers all types of media and other kinds of information providers, regardless of engaged technologies and aims to empower management staff, provide equal access to external information [2].

In the conditions of activation of European integration processes, the problem of unpreparedness of domestic enterprises to compete in foreign markets appeared, particularly lack of media information support for decision-making in foreign markets, lack of independent experience of practical work, use of inefficient and obsolete methods etc. At the same time foreign enterprises use modern methods and tools to get market media information of a competitive nature, which proves the urgency of creating a system of media information support for foreign economic activity of enterprises as a real tool for increasing their competitiveness in foreign markets.

According to T.Yu. Haida, information media system of the FEA enterprise is a complex of measures, instruments, institutions, technical means and human resources determined to provide decision-makers with a full range of relevant information both for situational awareness of the state of affairs in decision-making and for a necessary level of information deepening while solving every specific problem that arises during foreign economic activity. Effective functioning of such system at an enterprise has to sharply increase competitiveness of domestic enterprises both in the world markets and during competition with foreign companies in a domestic market [3].

Studies of Nobel laureate R. Coase are extremely important for this research. In his studies on the "nature of the firm" he considers the process of appearance of a particular kind of costs, which he called "transaction". Transaction costs are any costs appearing as a result of ineffectiveness of joint decisions, plans, strategies, agreements, etc. Such costs limit the opportunities for mutually beneficial cooperation. Defining the place of an enterprise as an economic subject in a market environment, R. Coase claimed that an enterprise is not only a production unit, since producing goods is only a part of a wide range of activities performed by a firm. R. Coase explains other activities through transaction costs, to which he attributed costs related to:

- collecting and processing information;
- negotiation and decision making;
- control of legal protection of contract performance in market conditions.

Firm value is also connected transaction costs: the firm enlarges to the point where its overhead exceeds the transaction costs of a free market. Consequently, it can be stated that the need and relevance of a system of media information of enterprises according to R. Coase's studies increases as the enterprise grows [4].

It is necessary to point out a particular relevance of this research to the work of another Nobel laureate, J. Stiglitz. He showed in his studies that conclusions of traditional economic models with complete information mislead researchers [5]. A firm that has complete, opportune information is at a far higher competitive level. That is why studies of J. Stiglitz confirm the relevance of a media information support for foreign trade enterprises [6].

Studies of M. Porter were dedicated to competition. It is a powerful source and foundation that gives a lot of answers to questions arising as a result of study of media information problems in competition companies. Porter's studies do not include account media information barriers that, in some cases, simply make running business impossible or radically drop its effectiveness, in particular in early stages, while entering foreign markets, making decisions about diversification into one or another industry, etc.

Overall, after analyzing studies of the authors who correlate with the media sector the most, we can observe that the category "media literacy" is extremely broad, diverse and multifaceted. We can conclude that scientists in different areas of science interpret and treat this concept according to their scientific needs.

As was mentioned before, media information is necessary for an enterprise in order to function in an external market, and it must be processed and prepared to some extent [8]. It is clear that when entering a market of a certain country, it is possible to collect and process a variety of media information from many

fields and industries, however it is obvious that resources of a media information system are not limitless, moreover, any information has a certain value expressed either in its direct price, or in a reward of a specialist who will get it. That is why it is crucial to identify what kind of information is needed to be collected, consequently determining an overall direction of a media information system. In addition, when choosing a direction of a work of a media division, it is essential to take into account the fact that an enterprise can potentially change both industry or specialization and start working in a parallel new industry (including under the influence of the data obtained – for instance, strategic prospects for activity disappeared in one sphere, but appeared in another). In this case, information that was outdated in the past can be critical [9].

Any media information system requires output data. It is necessary to dwell on the following sources.

International organizations are extremely important data leaks in the aspect of foreign economic activity of an enterprise. It is because of the fact that international organizations regulate relations between entities in the world market, establish certain rules of its function, impose restrictions or, on the contrary, activate operation in certain areas in certain countries (enterprises representing them). That is why it is quite important for an enterprise that realizes foreign economic activities (particularly sales) to monitor any changes in a regulation of international economic relations.

A separated group that is difficult to overestimate is the Internet (Internet Resources). There are several factors contributing to this: the Internet covers the whole world, and today it is almost impossible not to leave a footprint on one or another enterprise in the network.

There are 3 groups of software products that significantly increase the efficiency of employees of an enterprise involved in media information work. There are the following programs among them:

- for holistic storage of sites;
- for automatic collection of text, numeric and other data according to set parameters (filters);
- programs for Text-Mining technology, content analysis, transformation of media information arrays into a structured, clearly defined form [11].

The Internet can be conditionally divided into two components: stable and dynamic. A stable component of the network contains long-term media information, while dynamic includes resources that constantly update. Some dynamic components eventually become stable, but a significant part of it disappears from the network or goes to the Internet segment and is unavailable to traditional search methods. The Internet is a part of the network that is not indexed but open and public, and can only be accessed only through a direct link. Additionally, this part of the network is an area of interest of information systems in an enterprise, since it gives an access to a number of documents, such as [12]:

- pages invisible to search engines;
- documents in different forms (doc, pps, ppt, etc.);
- open sections;
- open ftp-servers;
- massive sources of information under the stamp "for official use";
- documents for short-term storage;
- data concerning vulnerability information in secured partitions that give an opportunity to pass security without attacks and hacking.

Returning to general characteristics of media sources, it is necessary to point out that same data can be gained from several sources simultaneously. For instance, the State Statistics Committee publishes data on its website and gives it in traditional, paper version. In addition, print media often publish material on the Internet in a certain period on time. Besides, government agencies can actually submit information through a branch of "print publications". All this has to be taken into account by a management staff according to specifics of these data sources, and correlate necessary efficiency and costs, since some of them may lose their relevance in a very short period of time, however they will eventually become available (free). Additionally, it should be noted that obvious advantages and disadvantages of each data source are impossible to describe in general. Managers at an enterprise use these sources according to specific needs and requests of a media information system. Besides, it is essential to point out that big amount of information received from various sources is already ready to justify management decisions.

Therefore, analysis of the concept of media literacy as a base of a process of media information support of an enterprise revealed that this category is extremely multifaceted, scientists from different scientific fields define this term in accordance with their research requests. Media information sources have been systematized, from which management personnel of an enterprise can receive data for their processing and analysis by a media information system. The Text-mining method, an integral part of the media

information system of FEA enterprises, has appeared to be an extremely effective tool for extracting competitive knowledge from data sets.

One of the most modern media analysis tools for FEA enterprises that, from our point of view, should be addressed in more detail is Data mining. In general, the term Data mining is usually interpreted in two ways [10]:

- receiving data;
- knowledge acquisition, intellectual analysis of this data.

As for the methods of their realization, the first variant is related to applied field, the second - to mathematical analysis, and, as a rule, they roughly connect.

Obtaining data is a process of searching, finding, collecting media information, storing and converting it to different formats. Data extraction programs are called parsers, grabbers, spiders, crawlers, etc. In fact, these software tools significantly facilitate systematization of data they collect with the help of their algorithms. They are capable to collect business addresses in a particular area, links from right forums, analyzing entire directories, and, besides, they can be a great tool for compiling databases.

Usually, data is taken from open sources without violating anyone's intellectual or personal rights.

The examples are [13]:

- compilation of banks' lists of a particular country;
- compiling a database of logistics companies;
- a list of sites dedicated to specific topics.

The main categories of Data mining are:

- clustering of data (division of objects into similar groups);
- classification of data (attribution of objects to predefined groups);
- neural networks, genetic algorithms (universal optimizers);
- associative rules (rules of the form "if ... then ...");
- decision trees [14].

As we can see, there are many ways and fields to use this tool, thanks to its scalability and versatility. Its use is limited mostly by the limits of creativity of management personnel.

Consequently, we can conclude that data mining is an effective and, at the same time, relatively simple and accessible tool for enterprise information media. That is why data mining has significant prospects of its implementation in domestic enterprises, particularly those which are engaged in foreign economic activity, as a practical tool for increasing efficiency of competition.

Also one of effective tools which can be successfully used for media support of enterprise management is game theory – a section of mathematical economics that studies resolution of conflicts between market players and optimality of their strategies. In this context conflict is any situation where interests of two or more participants, traditionally called players. There is a certain list of strategies for them, which it can apply. When intersecting, multi-player strategies create a certain situation where each player receives some positive or negative result called a win. When choosing a strategy, it is crucial to consider not only maximum benefits for yourself, but also possible actions of an opponent and their impact on a situation in general.

Game theory has a great potential in its applying to make one time, fundamentally important strategic planning decisions, drafting large-scale contracts included.

Nevertheless, there are a number of problems and obstacles to using the game theory analytic toolkit. In some cases, this toolkit can be used only in case of obtaining additional information. For instance, in situations where players may have different ideas about their game, or there is a different level of awareness of their capabilities. As an example we can give a case where cost and payment information of a competitor is incomplete or distorted. If information of simple nature can be characterized by incompleteness, the practice of experience of similar situations can be used, considering a number of differences.

Practical realities are very often difficult to predict and dynamic, which does not give an opportunity to make accurate forecasts and react of competitors to changes in market behavior. However, despite this fact, the game theory is appropriate for use in highly competitive environments in critical decision-making situations, when it is necessary to see the most important factors worth considering.

Thus, the game theory is a powerful media tool that, despite its many benefits, has a lot of specific implementation problems which should be considered when deciding whether to use a tool in an enterprise. However, its importance for modern markets is hard to overestimate, due to the fact that in some cases the game theory can increase effectiveness of management decisions dramatically, and in doing so provide additional competitive advantages.

To sum up, there is a great amount of kinds of analysis which can be used for a media information system of FEA enterprises. All of them are in a plane of general analytical methods.

Analysis of key market indicators, which is considered as the most relevant for this research, is most commonly used for financial market research, competitive analysis and marketing analysis. All of them have many commonalities and distinctive features and tools through which they work.

For an enterprise information media system, such a powerful toolkit gives a lot of opportunities and options to explore certain phenomena and processes. Besides, most of described methods and approaches are flexible from the perspective of a scale of a unit, which allows to use them even in small businesses. This is especially important when a management of a company makes a decision to act in foreign markets – in an environment which is unfamiliar and often aggressive in terms of protectionist measures by a host country and competitors there.

After considering modern tools which can be used for synthesis of a media information system, the question of consideration of state and non-governmental institutions that carry out media information work in terms of using them to meet the media information needs of enterprises conducting FEA remains open.

Enterprise media information service is responsible for collection and analysis of information about more than just target international markets of products of an appropriate enterprise. Media information about general tendencies (trends) in production and export of products of the selected industry both in general and in the section of product groups is highly efficient for elaboration of an enterprise development strategy.

We are deeply convinced that today for providing management staff with adequate media information at an FEA enterprise should be responsible the following structures:

- strategic marketing department (providing strategic media information, long-term planning, strategy development);
- sales unit, especially marketing department in its structure (current, prompt sales service, providing management personnel with operational information);
- media information department (technical, hardware of computer and network equipment, support and maintenance, development).

It is appropriate to involve support of various state, non-governmental and international organizations for effective operation of a media information system of an enterprise. Information they can provide very often has a great value to an enterprise, and in some cases such information is unique, it is impossible or unprofitable to obtain it in other ways [15].

Thus, at regional level, the most important state authority, in the perspective of this research, is the Department of External Relations, Foreign Economic and Investment Activities under the Regional State Administrations. Its main tasks are:

- promotion of development of international trade cooperation;
- promotion of activation of foreign economic relations and access to foreign markets of enterprises located in a region (city);
- informing subjects of foreign economic activity of a region (city) about economic, commercial, social, environmental and other conditions essential for their activity;
- formation of appropriate databases for this purpose [16].

Nevertheless, it has to be noted that it is not enough for implementing all these vital media measures in this state agency.

From the perspective of media information support, a program of state support for Ukrainian exports by the Ministry of Development of Economy, Trade and Agriculture of Ukraine is crucial for domestic enterprises. Particularly, on the Internet portal [17] you can find a big amount of links to various thematic sites, commercial offers for Ukrainian enterprises, a list of tenders, basic statistical information, news concerning international relations, etc.

Trade and economic missions within diplomatic establishments of Ukraine abroad have the promotion of trade and economic relations of Ukraine as their main mission. Formal access to them can help significantly, including with media information, due to the fact that such missions are located in a host country and have up-to-date information related to numerous issues of foreign economic activity of Ukrainian enterprises in that country.

Regional Chambers of Commerce and Industry are non-governmental non-profit organizations which are aimed to ensure development of foreign economic relations, information and advisory services for business entities. Usually, they have their own databases in certain fields of work, organize trainings concerning issues of entering foreign markets.

International Chamber of Commerce is an international organization that aims to support and promote international trade and globalization. Within the frames of media work, this institution actively cooperates with embassies and trade and economic missions in order to exchange media information, jointly organize business forums, conferences and roundtables, discuss trade and investment issues, and has news and analytical agencies in many countries all over the world. That is why its information can have a great value to participating companies.

European Business Association was established as a forum for discussing and solving problems faced by entrepreneurs in Ukraine. Despite performing its other functions, it regularly provides media support for processes that have an impact on the conduct of business in Ukraine, also it organizes seminars and presentations.

American Chamber of Commerce is a non-governmental organization, one of the main tasks of which is to represent an internationally-oriented business group and promote new investors to Ukrainian market. This Chamber conducts media work with the help of publication of annual reports, magazines, etc. A lot of valuable information can be found in their periodic, particularly in the perspective of FEA in the United States.

Moreover, in the aspect of media information for businesses, it is necessary to mention so-called international commodity organizations, which were created to rationally satisfy world needs for certain types of goods, and prevent or soften various price fluctuations.

One of the tasks in terms of media work is to provide a forum for the exchange of media information and to discuss trade issues among participants.

Non-governmental organizations very often provide their services on a fee basis in the form of membership fees. However, the quality of their media information products and services is not at the highest level.

Overall, we can conclude that although public agencies carry out a certain amount of media information work for enterprises engaged in FEA, their activity in the aspect of providing competitive information is clearly not sufficient enough. As for non-governmental organizations, the situation here seems more optimistic, because highly valuable media information is provided in terms of foreign economic activity. Nevertheless, there are a number of problems here as well, since searching for clear strategic prospects and opportunities, the identification of structural voids in foreign markets are absent. Any media information of this kind is critically valuable for a management personnel of domestic enterprises. Its providing can create unprecedented prospects and give a push to the development of foreign economic activity.

Conclusion. To sum up, functioning of a media information system has significant positive effects and shifts not only for an enterprise where a system operates, but for a country in general. State policy should be guided by the vector of providing media information support to enterprises on their foreign economic activity, due to the fact that searching, processing and preparation of analytical information of a competitive nature significantly simplifies and optimizes process of making managerial decisions on strategic directions of enterprise development.

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УДК 65.012.45:339.9

JEL O19

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Медіаінформаційне забезпечення підприємств, що здійснюють зовнішньоекономічну діяльність. Розглянуто поняття «медіаграмотність» як підгрунтя процесу медіаінформаційного забезпечення підприємства. Систематизовано основні медіаінформаційні джерела, звідки управлінський персонал підприємства має змогу отримувати дані для їх обробки та аналізу системою медіаінформаційного забезпечення. Виявлено, що саме Text-mining як складовий елемент системи медіаінформаційного забезпечення підприємств, що займаються ЗЕД, є надзвичайно дієвим інструментом для добування знань конкурентного характеру з масивів медіаінформаційних даних. Визначено, що державні органи хоч і здійснюють певний обсяг медіаінформаційних робіт для підприємств, що виконують ЗЕД, проте їх діяльність саме в аспекті надання необхідних відомостей конкурентного характеру є явно недостатньою через відсутній пошук чітких стратегічних перспектив та можливостей, виявлення структурних порожнеч на закордонних ринках. Обґрунтовано, що функціонування системи медіаінформаційного забезпечення має вагомий позитивний ефект й зрушення не лише для підприємства, де ця система функціонує, але і для держави в цілому. Доведено, що

державну політику варто скерувати за вектором надання медіаінформаційної підтримки підприємств щодо їх зовнішньоекономічної діяльності, оскільки пошук, обробка та підготовка аналітичної інформації конкурентного характеру суттєво спрощує й оптимізує процес прийняття управлінських рішень щодо стратегічних напрямів розвитку підприємства.

Ключові слова: медіаінформаційне забезпечення підприємств, що здійснюють ЗЕД, медіаграмотність управлінського персоналу, медіаінформаційні джерела, Text-mining, система медіаінформаційного забезпечення.

UDC 65.012.45:339.9

JEL O19

Buriak Alona, PhD (Economics). **Ovcharenko Daria**, student. National University «Yuri Kondratyuk Poltava Polytechnic». **Media Information Support of Enterprises Engaged in Foreign Economic Activity.** The main goal of the article is to investigate media support of enterprises engaged in foreign economic activity. The article deals with the concept of media literacy as a basis of a media support at enterprises. Media information sources are systematized, and Text-mining is found to be an effective tool for extracting competitive knowledge from media information data. It is substantiated that functioning of a media information system has significant positive effects and shifts not only for an enterprise where the system operates, but for a country as a whole. It is proved that state policy should be guided by the vector of providing media information support to enterprises regarding their foreign economic activity.

Key words: media information support of FEA enterprises, media literacy of management personnel, media information sources, Text-mining, system of media information support.

УДК 65.012.45:339.9

JEL O19

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Медиаинформационное обеспечение предприятий, осуществляющих внешнеэкономическую деятельность.

Рассмотрено понятие «медиаграмотность» как основу процесса медиаинформационного обеспечения предприятия. Систематизированы медиаинформационные источники, откуда управленческий персонал предприятия имеет возможность получать данные для их обработки и анализа системой медиаинформационного обеспечения. Выявлено, что именно Text-mining как составной элемент системы медиаинформационного обеспечения предприятий, занимающихся ВЭД, является чрезвычайно действенным инструментом для извлечения знаний конкурентного характера из массивов медиаинформационных данных. Определено, что государственные органы хоть и выполняют определенный объем медиаинформационных работ для предприятий, осуществляющих ВЭД, однако их деятельность в аспекте предоставления сведений конкурентного характера является недостаточной из-за отсутствия поиска четких стратегических перспектив и возможностей, выявления структурных пустот на зарубежных рынках. Обосновано, что функционирование системы медиаинформационного обеспечения имеет весомые положительные эффекты не только для предприятия, где эта система функционирует, но и для государства в целом. Доказано, что государственную политику следует направить по вектору предоставления медиаинформационной поддержки предприятий в разрезе их внешнеэкономической деятельности, поскольку поиск, обработка и подготовка аналитической информации конкурентного характера существенно упрощают и оптимизируют процесс принятия управленческих решений относительно стратегических направлений развития предприятий.

Ключевые слова: медиаинформационное обеспечение предприятий, осуществляющих ВЭД, медиаграмотность управленческого персонала, медиаинформационные источники, Text-mining, система медиаинформационного обеспечения.