

Formation of economic information resources as a basis for raising the level of development of enterprises

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Abstract. The paper discovers the issue of formation of economic information resources, which is a component of increasing the level of development of enterprises. The authors give a description of such concepts as “information”, “information resources”, “information support”, and “economic information resources”. The classification of the concepts of “information” and “information resources” is given separately. It is proved that the main goal of economic information resources is providing the information on ensuring the adoption of effective management decisions at any stage of the company's life cycle to the company's managers. The authors suggested the scientific and practical approach for the formation of economic information resources of the enterprise to increase the level of their development. In the work it is proved that availability of reliable and assured economic information resources is the basis of effective sustainable development of enterprises.

1 Introduction

Modern business conditions require the quick adaptation of domestic enterprises to the permanent effects of internal and external environment. For effective formation of management decisions and in order to enhance the competitiveness of enterprises, it is necessary to use the information resources that are the basis for a comprehensive analysis of the impact of internal and external environment. The receiving of the necessary, timely, assured and up-to-date information enables to structure it and to use it optimally.

In the scientific field, the topic of use of information resources in ensuring the effective operation of the enterprises and in raising the level of their development is relevant in modern economic environment.

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The purpose of the study is the formation of economic information resources as the basis for increasing the level of development of the enterprises considering theoretical and applied aspects.

2 Presenting main material

The active development of the information age is accompanied by a permanent change in the spheres of society's life, and the progressive globalization of space, and so on. Important factor that leads to the transformation of the current state of activity of domestic enterprises and to the formation of axiological paradigm of information culture, is the phenomenon of information.

In the usual sense, the term "information" derives from the Latin word "*informatio*", which has several meanings: explanation, statement of facts, events, interpretation; representation, concept; studying, education.

According to The Law of Ukraine "On Information" the essence of the notion of "information" is that it is any information and/or data that may be stored on tangible media or may be displayed electronically. By the content information is divided into the following types: information about an individual; information of reference and encyclopedic character; information on the state of the environment (environmental information); information about the product (work, service); scientific and technical information; tax information; legal information; statistical information; sociological information; other types of information [8].

In the practical activity of modern enterprises, the use of timely, reliable and relevant information plays an important role in assessing the impact of internal and external factors on their development and helps to respond quickly to changes in the competitive environment. Realization of the analysis of the environment and formation of estimated figures of the development of the enterprises are the basis for the development and implementation of the effective management decisions at each stage of development of their economic relations.

Sources of information by the origin, necessary for making the decisions during the management of an enterprise, can be divided into two groups: internal and external.

Internal sources of information are represented by information and analytical departments and groups of employees of enterprises (their activity is connected with various information communications and periodic reporting). Internal information is the data formed inside the enterprise, namely: the state of organizational and technological opportunities, production capacity, level of qualification of personnel, availability of material and financial resources, as well as sources of their origin, etc.).

External sources include information that is publicly disclosed or comes from other business entities. This information is provided by mass media, advertising and information agencies and resources, suppliers, customers, buyers, competitors, and so on. External information includes information on innovations in the technological process of production, the level of competition in the domestic and foreign markets, prices for products of the enterprises – competitors, investment opportunities, markets, raw materials, etc.

External information, which is regulated and mandatory, should be distinguished separately. Information about the mechanisms of regulating the activities of enterprises through the economic and administrative levers of the state is established by the relevant regulatory acts. This information concerns the mechanisms of state regulation of pricing, state investment, taxation, protection of the rights of producers and consumers, etc.

Information resources are transmitted by oral, written or other method (exchange of information between people, man and machine, two automatic machines, signal exchange

in the animal and plant world, transfer of signs from cell to cell, and so on). Information resources exist in time and space, and can be transmitted between generations.

Information can be presented in various forms, both electronically and in non-electronic form; however, during the development of communication systems and the Internet, the preference is increasingly given to electronic information, while creating an information base of resources.

Main directions of use the Internet by national enterprises and organizations of Ukraine in 2017, according to the data of the Office for National Statistics of Ukraine [8], are summarized in Table 1.

Table 1. The directions of use the Internet by the enterprises and organizations of Ukraine in 2017

The direction of use		Number of enterprises
Number of enterprises that had the access to the Internet network		39,582
From this amount of enterprises the Internet network was used for:		
1.	sending or receiving emails	38,929
2.	making phone calls via Internet / VoIP connection or video conferencing	12,048
3.	obtaining information about goods and services	34,663
4.	using instant messaging and BBS	18,704
5.	receiving information from the state authorities	31,571
6.	conducting various operations with the state authorities (with the exception of obtaining information)	20,158
7.	conducting banking operations	38,227
8.	access to another financial services	15,535
Number of enterprises that had a website which was in operation in the Internet		16,240

According to the results of the Table no. 1. the diagram of the directions of use the Internet network by the enterprises and organizations of Ukraine has been built (Fig. 1).

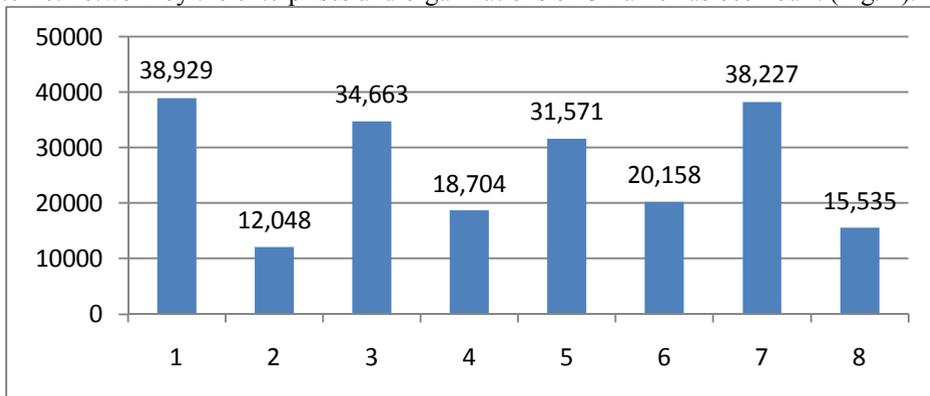


Fig. 1. The directions of use the Internet network by the enterprises and organizations of Ukraine in 2017

Information support of management activity at enterprises is an integrated communication system whose main tasks include the collection, storage, processing and transmission of information in order to analyze the obtained results for the preparation, justification and making the management decisions. The main functions of information support of management activity

at enterprises are: computational, communication, information, optimization, regulatory, analytical one, and so on.

Therefore, the main goal of information resources is to provide managers of different levels of management with information in order to ensure the production of effective management decisions.

The management of the enterprise must make every effort to ensure that the received information is impersonal and reliable before final approval of the management decision. Information about the activities of the enterprises can be analyzed in several groups, namely: by its content, by the form of presentation, by the requirements set for it, and so on. Such grouping of information is necessary for the evaluation of objects in the process of activity, which will enable to structure the obtained data and to create the necessary conditions for their effective use.

Effective management decisions regarding the further development of enterprises will be the result of the analysis of the obtained information. Consequently, the information support of the process of enterprise management is of great importance, since any information that is necessary to make the management decisions must be an assured, complete, reliable, timely and relevant one.

Information support should be in the form of information resources, that is in a certain way, a structured and organized set of sources of information that can be applied for continuous use by a business entity in its economic activities. In general, information resources are all types of information produced in a society, and that are stored in data banks, archives, libraries, on Internet sites, and so on. Information resources are of value for different areas of social activity, and can be used for solving certain problems, for educational purposes, for entertainments, for other forms of consumption, and so on. Information resources to a wide extent are a collection of data, organized for the effective obtaining of reliable information.

The essence of the system of information resources is in the ability to be processed in accordance with the needs of the person, the task of a specialist, and so on. The bulk of information resources is collected, transmitted and processed by means of signs (signals that can transmit information in the presence of an agreement on their notional holding between sources and receivers of information).

Thus, not only technological, but also the logical aspect of data processing manifests itself in the field of social communication [7].

The system of information resources is a set of logical data processing that is used in social and historical practice by applying different forms, methods and means, and can be represented in various forms (sound waves, radio waves, pulses, light signals and so on) [1,3,5].

Information resources can be grouped according to different characteristics, the main of which are: content, time, source, quality, relevance to needs, method of fixation, language, cost, and so on.

National information resources are created both by the state and the entities of all forms of ownership irrespective of their content, form, time and place of creation, forms of ownership. They are intended for use by individuals, society, and the state. The Concept of Formation of a National Electronic Information Resource System approved by the Cabinet of Ministers of Ukraine in 2003, adopted this classification of information resources by the criterion of ownership: government, municipal and private information resources [6].

Information resources are characterized by various forms of information representation, organizational and technological solutions, the quality and quantity of which is influenced by the development of information technology.

The system of information resources is applied in all spheres of public practice (Fig. 1).

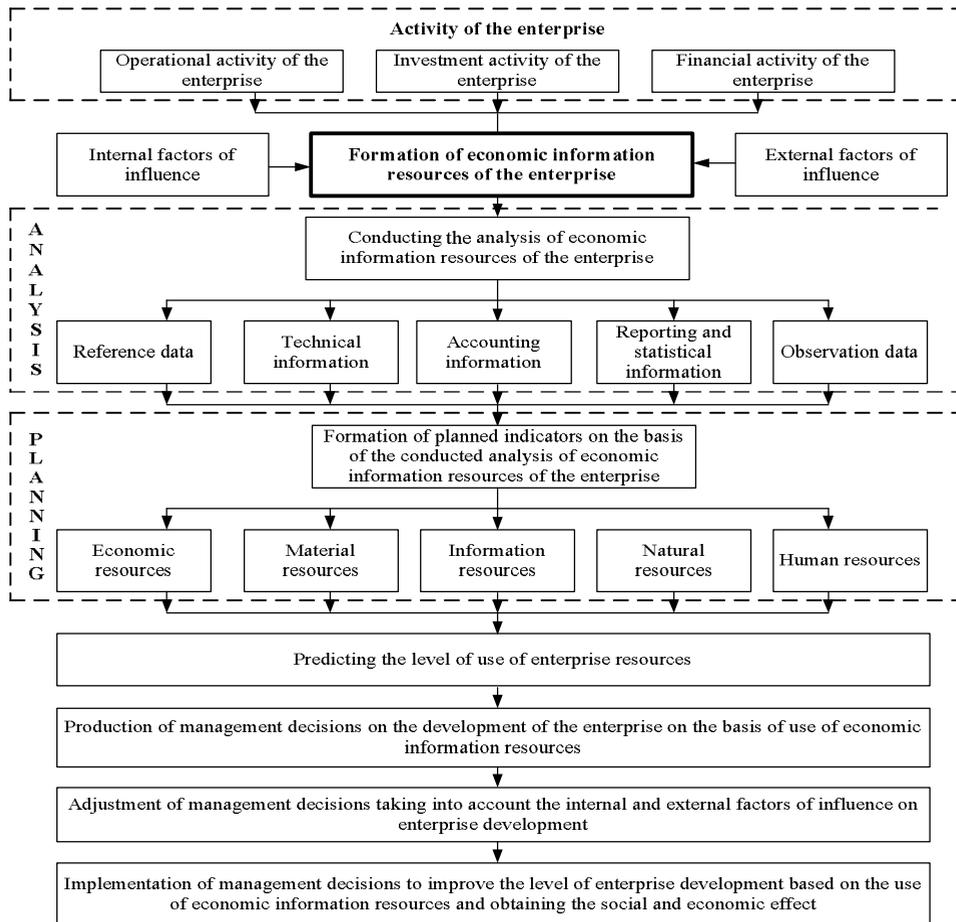


Fig. 2. Scientific and practical approach to the use of economic information resources of the enterprise for increasing the level of their development

One of such significant directions is the economy. Economic information resources are formed as a result of organizational and economic activity. It reflects the economic objects and economic processes that occur at these economic entities. The area of application of the system of information resources goes beyond the scope of the economy through the inter-branch information exchange. At the same time, information that is not economical, for example, scientific, technical, legal, etc., can be generated and used at economic entities.

According to their characteristics economic information resources are the peculiar potential of economic activity of enterprises. On their basis a complex of tasks and functions of economic entities is realized. At the same time, due to its cross-sectoral nature, economic information is widely used in other spheres of socially useful activity. Economic information resources are an integral part of the information potential of the economy of the entire society. Information resource of the economy is a system of information, data, and knowledge which are generated in the process of social and historical practice of people and which are used in economic activity. It should be noted that economic information occupies a significant place in the information resource of society due to not only its volume, but also due to its meaningfulness.

Assimilation of the system of information resources is characterized by the fact that at a certain stage of solving any problem a set of new data which it compares with the system of own ideas, concepts, attitudes and assessments, manifests in the human consciousness. Comparison, analysis, synthesis, classification, induction, formalization, modeling, and so on can be

distinguished among the methods of processing the system of information resources. As a result of this analysis, new improved economic information emerges. Knowledge about objects or processes is renewed. In the further activities this updated information can be comprehended, structured and recorded (registered) in the form of a text by means of a certain sign system (the information can be documented).

3 Conclusions from the conducted research

Thus, in current economic environment, the system of information resources plays an important role in the activities of any enterprise and meets such requirements as relevance (the property of the data which characterizes the current situation); efficiency (the property of the data, which is that the time of its collection and processing corresponds to the dynamics of the change of a situation), identity (the property of the data to correspond to the state of the object), and security (avoidance of a negative influence of internal and external factors). Society is interested in the effective use of economic information resources through the development of international relations and the sustainable development of modern enterprises.

It is discovered that the availability of assured and reliable information in relation to all social and economic components is the basis of forecasting and rational strategic planning.

Enterprises that effectively organize and accumulate in the general system the information and economic flows, through which they predict and plan a complex aggregate of economic and social development on the basis of achievements of scientific and technological progress, will be able to increase their competitive advantages by changing the level of economic independence, expansion of markets and strengthening of positions on the domestic and foreign markets.

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