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INFORMATIONAL SUPPORT OF THE DEVELOPMENT IN BUSINESS OF MODERN CORPORATIONS

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The process of adaptation to permanent external changes in modern stage of economy development is the necessary condition for activity of any organizations. Chaotic and spontaneous changes in activity of the corporation lead to lose of market positions, problems in internal environment, loss of control levers of complex object. The answer for requirements of the today world can be only a prudent development strategy for corporation, realization of which is provided by the full informational support.

The development of corporation is a complicated multidimensional process, the management of which cannot be made without the qualitative informational support, which is constructed with the usage of modern computer technologies. Exactly the prudent strategy of development means, that corporation endeavors to affect on events, which are happening in external environment, instead of just reacting on external circumstances after their arising. The existence of such strategy gives great advantages, because the participation in changes, which are happening in external environment, guarantees their defining in-time and adequate reaction. If the changes in external environment can have significant scale or consequences, the influence on them can become the most important for the corporation's life. The main directions of deciding the problem of effective management of the business-model in company and informational resources of the corporative environment are investigated. The biggest attention is given to the deciding tasks of situation management of the business-model and tasks for optimal management of resources in informational environment [4-5]. It should be noted about the necessity for paying attention to informational provision of the strategic management, pointing to the relationship between the business environment and the information environment of the organization [1, 2, 8]. Much of the scientific works are devoted to questions of informational provision for search the development directions of the company, investigating and forecasting the events development with the usage of modern information technologies [1,3].

It is already defined, that the biggest part of modern corporations are functioning in unpredictable conditions, which are permanently changing, thus there is a need in strategic methods of usage. Effective strategic management can be constructed only on the basis of information technologies. Today's management of enterprise understand the mission of information technologies in the other manner. It considers, that the main task of information technologies is a formation of competitive business. In strategic management informational-technological resources of the enterprise must be spent for creation, support and enhancing the firm's sustainable competitive advantage. Administration over development and changes has long crystallized into an independent field of management, which in practice is very rarely in contact with the use of modern information technologies and information systems.

It is proved that the problems of business development in modern conditions decided in the most efficient way by strategic management, which must guarantees high quality and analytical advantage for the suggested decisions by it.

Justified, that information environment of the strategic management is effective, if the strategies of development are viewed in results, performed changes. Corporative business permanently needs the informational support of the current production and technological processes, including the computer analysis with the aim of forecasting, evaluating risks, constructing real hypothesis of the events' development, informational provision for realization of precautionary strategies, and strategic management, quick search for answers on the requirements of time.

Taking into account the fact, that most corporations were created through the reformation way, through implementation of integration or diversification strategies, realization of which needs

additional informational provision of processes in strategic management, it is defined that reformation must decide a lot of managerial problems of strategic character, which include:

- taking advantage of the scale of activity, as evidenced by the indicators of expansion of the market, the reduction of transaction costs, the concentration of investment resources in priority areas of development;
- access to various resources: financial, labor, material, information, up-to-date technologies;
- achievement of financial stability;
- improving the quality of products, services, management processes, implementation and information support of a modern quality management system;
- introduction of innovative activity, provided with R&D, experimental base, powerful intellectual and resource potential.

Scientifically substantiated that the empirical, scientific, technological and organizational basis for the development of the corporation are information technologies for solving the above and other strategic problems. Using these technologies, you can present business development problems at the vision, data, knowledge, and decision levels. The preparation to changes in corporation can be engineering and reengineering of the business processes as a method of radical improvement of the work in modern enterprise with the aim of adaptation its business models to new conditions [4,5].

The logical essence of engineering is defining optimal algorithm of work for any business-process, bases on the analysis and structuring of input information, and also retroacting of the outgoing forms. Deciding the problems of corporate integrational or diversification strategies` realization, related to the flexibility, increasing production, the presence of some contradictions in the organizational structure, can be carried out, according to the authors, using the reengineering of business processes without significantly changing the management apparatus and maintaining the logic of corporate governance. But, at the same time, it should be noted that the effectiveness of re-engineering depends entirely on the structure, techniques and content of information technologies used in corporate governance. The real competitiveness of corporate business is determined by the decisions of tomorrow, the ability to correctly predict the range of consumer requests for the future. This can be done only on the basis of experience and advanced creative business thinking, which allows you to constantly be at least one step ahead of your competitors, as well as appropriate information support using modern IT and IS strategic purpose.

It is concluded that modern strategic information systems can scan the competitive environment, take into account all important for the success of the corporation, macroeconomic and institutional factors of the market, measure, evaluate and predict competition in the industry, best practice, technological backlog, customer and customer needs. As a result of the accumulation and purposeful processing of information, it is possible to form a summary vision of business problems and to provide adequate strategic responses in response to these problems in the fields of competition, production, entrepreneurship, innovative development, staff training and corporate culture.

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