

THE ROLE OF INFORMATION SYSTEMS IN THE MODERN ORGANIZATION MANAGEMENT

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Today the information computer systems play rather a great part in the field of management, though far from decisive, as management itself is more connected with a human, but not machine, factor.

Thus, computers give an opportunity to analyze and compare millions of informational units in a few seconds; using certain programmes you may trace the dynamics of various data, the very information collection occurs nearly instantly (especially in case of a certain enterprise), the link between employees or customers becomes simpler. The management personnel (managers) potential increases.

Besides, one should mention such a global computer network as Internet, by means of which you can either sell or buy raw materials, finished production or choose personnel you need and professional information on every problem.

The marketing concept changed a lot for many years. Nowadays the most popular is the model of "marketing management", i.e. long-term planning and forecasting bases on market research, customer's habits and manners, the use of complex methods of dealers demand formation and stimulation, satisfaction of certain purpose-oriented customer groups' needs. A consumer is in the centre of the modern marketing concept. And if lately its "X-ray picture" is practically impossible, now the dreams of "a transparent purchase" become true due to the formation of interactive channels.

Modern society grants more and more its members a right of choice while buying goods and services. In the first place this choice is based on the service quality. A consumer has already estimated the advantages of the interactive contact with a seller, the main of them being quick reaction for requests, high rate of executing orders, convenience of almost non-limited information receiving.

The distinct feature of Internet as a new marketing and sales infrastructure present ineffectiveness of the main principle of the market economy: a demand bears supply. The experience of many countries shows that it is not a consumer who determines the amount of digital services. On the contrary, suppliers and producers will come to the conclusion that they must get on the express-train departing Internet. And this is not only a question of prestige, but a fear of the idea that the best places at this perspective market will be occupied by others.

The "population" of cyberspace now consists mainly of man (by various estimates, up to 70-90%) due to it, for example, the automobile suppliers are in better position than the food and clothes sellers, because the latter are mainly women who do not like personal computers (PC) very much. The promoted goods have to be of interest for the 18-40 aged group, because it is them who form 70 % of the cyberspace "population"

Model using allows to take decisions concerning all factors and alternatives arising in the complex conditions of industrial economic activity. That's why modelling is regarded as the most effective method of management optimization. A model is a scheme (formula) reflection of the object characteristics under investigation. It is a simplified real life (management) situation, in other words, models to some extent reflect real events, circumstances etc. and it is the information computer systems themselves that can now efficiently and in full value reproduce various models, based on specific figures and facts from the virtual world.

Nowadays the efficient and most authentic forecast is impossible without the computer equipment support (we mean the method which uses all the accumulated experience from the past and the current assumptions aiming and future determination). Today they use more often such forecasts as: economic, social, of competition development, of scientific-technical progress, of technological development, of social development, of agricultural development, etc.

We can distinguish the following forecast methods:

1.) Informal ones:

- Forecast bases on the verbal information from radio, television, conversations, telephone messages, etc.
- Forecast based on written information from newspapers, magazines, bulletins, reports, etc.
- Forecast as a result of industrial espionage.

2.) Formal ones:

a) Quantitative methods of forecasting:

Analysis of the past. Coming out from the fact that the past may repeat in the future;

Cause and effect (causative) modelling. It is used in management for forecasting such situations, which depend on more than one variables. In statistics such method of forecasting is called correlation;

b) Qualitative methods of forecasting:

a jury opinion. Being the combination and average expert opinions- members of juries (boards, commissions, etc.)

a joint idea of suppliers. Based on demand forecast made by a group of experienced trade agents;

a model of consumer waiting. Based on the consumer questioning results;

a model of expert opinion. Being a procedure of common expert decision-taking.

Information systems are the combination of information, equipment-software and technological means, telecommunication devices, data computing, personnel management, which carry out the functions of data collection passing on, computing and accumulating for preparing and taking effective management decisions.

The quality of management and decision-taking in economics is closely connected with a use of modern computer devices and information technologies. The main approach for it is a creation and application of information systems (IS) in management.

From the example cited above we can clearly see the nowadays importance of information computer system in management, to begin with a manager's working place arranging, a certain enterprise, concluding with the Internet global network access external relations support with market and management phenomena and processes.

Nowadays a qualitative management is impossible without computer knowledge, the use of modern software and useful data proposed by virtual space for a management case.

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