

INFORMATION FLOWS MAPPING AS AN EFFECTIVE INFORMATION MANAGEMENT TOOL

Today's level of society and economy development shows that for the effective functioning of an enterprise it is not enough to own only basic factors of production: resources, capital, labor. A modern enterprise has to own and effectively use the information factor for the stable and productive work. Information helps to simplify the process of production and sales, to set up networking with economic players, such as suppliers, customers, financial institutions, government, partners, etc.

However, only possession of information isn't a guarantee of success. Another important aspect is the ability to process, to interpret and to use information for decision-making management. Information management in the enterprise increases efficiency and competitiveness in the market, reduces risks and helps to resist to negative influence of environment.

Modern enterprise activities are accompanied with many diverse information flows. It makes the necessity to develop management techniques. The method of information management should take into account the nature and specificity of different information flows. Today, one of the most effective information management tools is information flows mapping (IFM). It allows to describe the process of formation, moving and saving of information, taking into account spatial and temporal interactions and relationships. In order to reflect the authors' vision and to explore the concept of «information flows mapping» the deductive method and associative approach were used in the article. The results can be viewed in Figure 1.

The roles of IFM in business processes can be represented as follows:

1. Depiction of information flows between various business process entities.
2. Enabling information system users to receive correct amount of information with relevant quality.
3. Improving of decision making process.
4. Improving of the business processes efficiency.

It should be noted that to improve the quality and reliability of the analysis IFM it is necessary to carry out consistently in three dimensions. In our opinion IFM can be strengthened by the accounting of the levels and components of information system of society and enterprise. Irrespective of it quality of IFM depends on quality of information which moves in system, its attributes and factors.

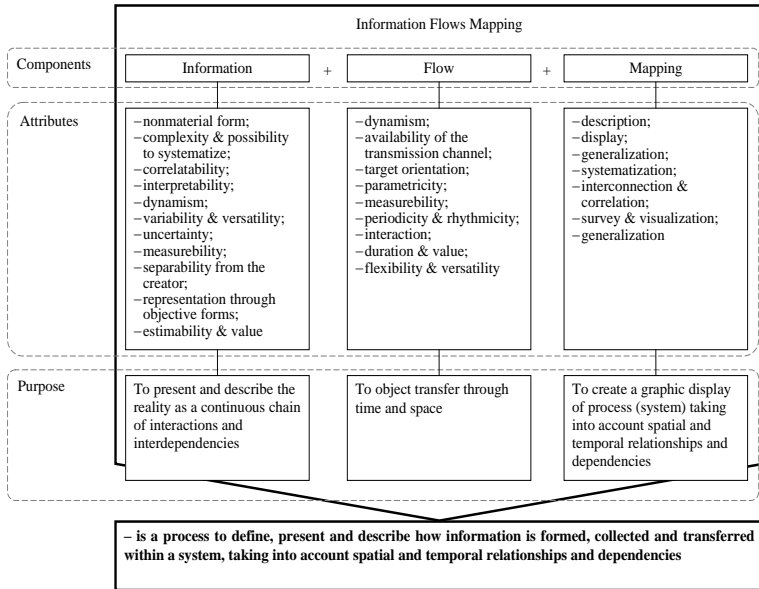


Fig. 1 – Information flows mapping: the concept essence analysis

To explore the IFM phenomenon in terms of its frame of references we suggest to distinguish 3 dimensions that represent and measure properties of system at different moments of time:

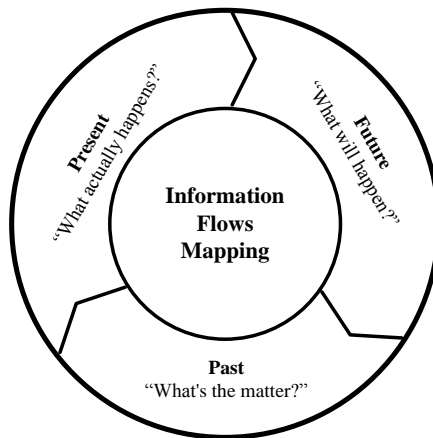


Fig. 2. – The dimensions of information flows mapping

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