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## **EVOLUTION OF INFORMATION PROVIDING OF ENTERPRISE ACTIVITIES**

**The article deals with the stages of evolution of the information activities of business organizations. The role of information factor in positioning businesses today is substantiated.**

**Keywords: stages of evolution, information, activities, business structure factor transformation.**

**Statement of the problem.** Development of terms of menage can be presented by the sequence of the next stages of development of society: before agrarian society, agrarian, industrial (1800–1960), and postindustrial or informative (present tense). The new society adopted by Peter Drucker by «informative society» (knowledge society) differs from previous structures that a basic role in him is played by knowledge.

The organizational structure of management of business units is modern organizational reality as a result of "postindustrial" is characterized by the following features:

1. Process principle of the business units to replace the functional. The use of functional principle business units was possible and necessary due to the simplicity and high-volume products: the main success factor was the reduction of production costs, mainly due to economies of scale. At the present stage the formation of entrepreneurial must meet very different requirements: product is individualized, complex, technological and constantly updated. This led to the use of the process principle of construction organizations – the formation of highly professional, innovative, mobile teams, focused on the end result (customer satisfaction).

2. Focus on the individual needs of the client. The increasing the number of business organizations, the volume of production in the industrial era led to the first saturation of markets standard goods, and then to reduce them, as consumers began to submit additional requirements for products (fragmentation patterns of demand implies fragmentation sentence structure in the markets for most commodities).

3. Creation and development of business networks, allowing to save on transaction costs and better meet the needs of consumers. The specifics of the network approach (as part of a total system approach) is the integration

of sectoral and regional aspects, the possibility of making fuller use of infrastructure capacity, as well as the ability to change the network configuration element replacements, accession of additional elements.

4. Strengthening competition and globalization. In the era of globalization, many entrepreneurial formations, moving into a stage of maturity, directing their activities to the global market, and it provides great potential. "New types of products and services require a huge investment, which is the key to profitability development of the world market". Globalization of competition leads to increased competition in the local markets, and "globalization companies" turns into a new stage in the life cycle of business units (coming after a certain level of maturity).

**The purpose of article.** Therefore research aims are an exposure of the stages of development of evolution of the informative providing of activity of enterprise structures and ground of role of informative factor in activity of enterprises on the modern stage

**Results of the study.** Currently in Ukraine created about 50,000 small innovative enterprises (IIP), but only 41% were engaged in R & D, design innovation, creation and distribution of software and production of high-tech products based on their intellectual property, they mastered the production of new products on the tens of billions of rubles a year, and it is less than 2% of the total number of small businesses. This situation is confirmed by the number of patents issued to small businesses. For example, from 2010 to 2012 domestic small businesses received about 1,300 patents, which is less than 1% of the total number of currently valid patents. Maximum number of IIP, who received patents (102) accounts for 2010 smiling.

Distribution profile of the IIP are shown in table 1. IIP profile specified by the description of the invention. But studies have shown that there is a certain kind of IIP for production purposes: some organizations can develop new technologies or to develop production of new products, while others are designed to master the production of new products, including the use of new technologies. Also, for example, in the construction sector of the economy as there are sub-sectoral sections: construction of residential, industrial, agricultural, energy and other destination. As can be seen from table 1 many IP (more than half) do not indicate in its title business profile.

Data Table 1 demonstrate a wide range of activities of IIP, which prevail the following areas: research and production, commissioning and implementers bias. For institutional status total number of 187 IIP have autonomous status, followed by the government, and the rest were distributed in other categories. Thus, the higher marked testifies to the exceptional role of informative processes for business entities.

Table 1

Structural characterization of innovative enterprises in Ukraine in 2012

Profile of small innovative enterprises	Amount for the period under review
Research and production	55
Scientific and technical	12
Sci-commissioning	15
Scientific production and commissioning	16
The importance and role of small business in the innovation process	
Commissioning	23
Design and technology	11
Innovation and commercial	5
Multi-disciplinary	6
Medical	9
Without pointing of profile	146
Distribution of small innovative companies on organizational and legal status	
Standalone (unitary)	187
State	43
In stock form NGOs, research institutes, JSC, LLC and others	24
At JSC, NGOs, research institutes, universities and other	17
Individually-private	11

Information as to the subject of labor activity of enterprise structures and relations of production today is not the prerogative of specialized news agencies, it becomes a common subject of labor. The costs of preparing the accompanying information on the products are comparable to the cost of production of the products themselves. Information technologies as methods and approaches to treatment, transmission, storage and interpretation of information obviously means labor. And the means of labor, which is manifested not only in the formation of information products, but also in the production of all kinds of products. Can hardly be called today the area of industrial activity, for which there would not be invited to information technology to improve efficiency and (or) the effectiveness of the labor process.

The economic essence of information is not limited to formal compliance economic categories. Can be understood and the relationship between categories (Figure) within production and market relations. In particular, in-

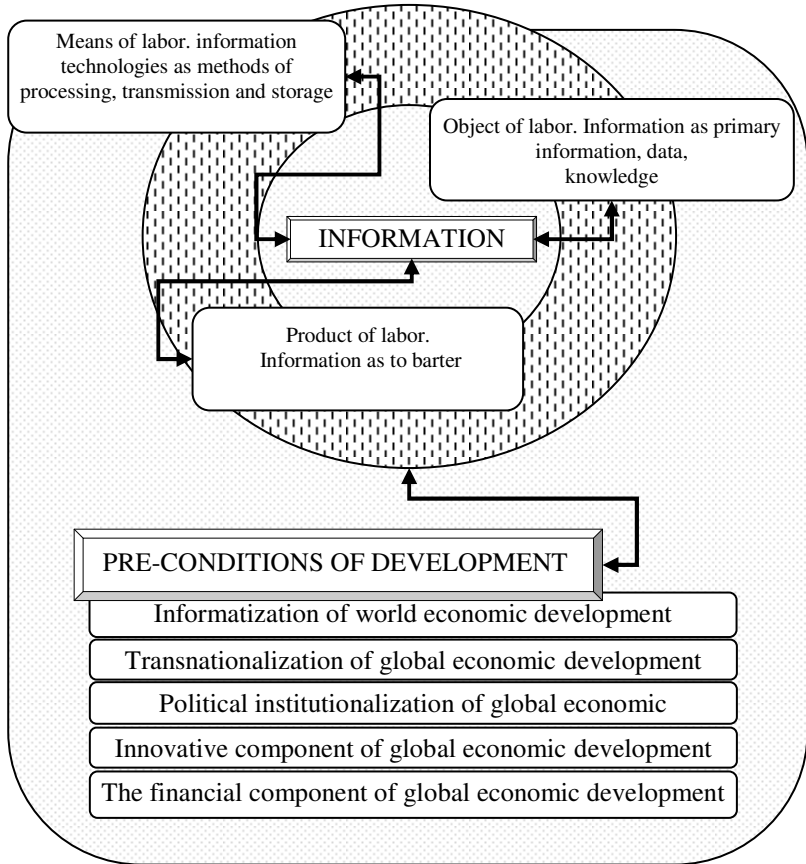
formation technology is not only a means of labor, but also in commodity product. For example, the existing market of computer software (reified forms of information technology) is nothing else than the market tools. A primary information, data and knowledge that are involved as a matter of labor in the production of information products, form the primary market information submitted by the database statistics and other primary sources. Total economic activity in the content business structures are shown in Figure.

As seen in Figure unique information as an object of industrial relations is its cyclical transformation of internal logical relationship, content and objective expression. Transforming primary information (the subject of labor), we make it into a product that becomes a tool (the means of labor), which gives the new primary information.

Therefore, it seems appropriate to reflect the evolutionary process of the changing role of information in relation to the subject of entrepreneurship. Dedicated research stages, researchers have formed a theoretical basis and paradigm form of manifestation in the organization. These data are summarized in Table 2.

Scientific prerequisite for the formation of the first stage historically evolving role of information in business organizations (quantitative) can be isolated development in 1963 by Claude Shannon information theory, also referred to as a mathematical theory of communication – a branch of applied mathematics that defines the concept of information, its properties and establishes a limit relations for data transmission systems. K. Shannon sought to develop an idea of information as an objective phenomenon of nature, which is subject to the quantitative description. The basis of the formation of the dialectical paradigm is a sign of information – display in transfer processes.

From a scientific point of view, first appeared as an object of understanding of information transmission which has quantitative characteristics from a mathematical point of view. Information theory describes the mathematical form of the process of formation and transformation of messages as a single message. This scientific paradigm is reflected in the activities of enterprises, led to the formalization of the information flow in-house and external relations. Formed the concept of units of information, its objectivity as an object, the object of labor relations of production, which leads to the realization of "information operations" Information management (receiving, processing, transmission) is released in



**Figure. Economic activity in the content business structures [1, 2, 5, 7]**

the process of self- employees (as long as part of their production and management functions). Further scientific development concept quantitative K.Shennona naturally shifted to issues of qualitative aspects of information, i.e. the substantive aspect of the information, its changes in the processes of transmission and interpretation of the recipient. Study of the qualitative aspect of information occurred within the theory of communication. The most significant findings of the qualitative aspect of information flows of businesses represented in the works of American researcher George Bell, who offered to provide information to an independent labor processes of the

Table 2

Stages of change of the role of information in the organization [1, 2, 3]

Stage	Author	Theoretical base	A display is in organization
Quantitative	K. Shannon, 1963	Information Theory (mathematical theory of communication). Understanding how information transmission object has quantitative characteristics	Formalization of information units of information flows. Formation of the concepts of "information work", work with information within the functions of the organization's staff
Quality	D. Bell, 1973	The theory of communications. Information as a resource with the qualitative and quantitative characteristics	Information is perceived as a resource in the production process. Formation of the concept of communication in the business processes of the organization
Separation	M. Polany, 1976	Information sharing on formalized (documents) and unstructured (hidden)	Domination formalized information, workflow
Cybernetic	N. Wiener, 1955	Theory of Economic Cybernetics. Information as an element management system	Formalization of information occasions in management decisions.
Informative economy	M. Porat, 1976	Theory of informative economy. Information it the up-diffused resource that determines further development of productive forces of society	Appearance and registration of the internal informative systems of organization, market of information
Network	C. Antonelli, 1982	Theory of networks and counts. Information as administrative and technological resource can be up-diffused on the knots (by sources) of network	Appearance of conception of the up-diffused information is on the sources of treatment and accumulation
Management knowledge	Carl Viinh	Type of administrative activity and special function of management knowledge, direct-coupled with the use of modern informative	Resource and management object in all subdivisions and within the framework of all functions

company, as well as highlight its economic substance as the object and the means of labor. Obviously, the selection of information in an independent subject of labor, takes the form of goods leads to formalizing it as a resource in the production process. Magnitude of information processes in socio-economic relations, its grocery formalization provides a basis to talk about the allocation of the fifth sector – information.

Thus, the property of cyclicality information as an object of labor largely explains the avalanche, the exponential growth of information flows. Calls for continuous improvement of the means of labor (information technology) to convert the growing volumes of information flows, the preservation of their quality characteristics. This is what part of the growing importance of information technologies and their rapid development in the post-industrial, information age.

**Conclusions.** The role and importance in the development of information society and the business entity continuously evolved, changed shape and the concept of information in the management of production and economic activity. Existing approaches to analyzing the evolution of the concepts of information management does not fully meet the objectives of this, as they are built in different contexts:

- forming of market of information;
- roles of information are in socio-economic development of society;
- roles of computer technologies are in development of social co-operation.

Thus by introduction of new of communication technologies speed of access to the informative sources, increased in oftentimes. Doing qualificatory, payment of information in creation of competitive edge of enterprises. The wide use of computers and informative systems becomes the basic means of increase of competitiveness of modern companies. Thus the role of information in activity of small enterprise and enterprise on the whole plays key position, and a politician shows up in realization of wide circle of functional companies, that regulate application of information technologies in the activity.

Therefore actual direction of researches is a study of experience of providing of, informatively-consultative and legal sponsorship of enterprise by the organs of local self-government.

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### **ЕВОЛЮЦІЯ ІНФОРМАЦІЙНОГО ЗАБЕЗПЕЧЕННЯ ДІЯЛЬНОСТІ ПІДПРИЄМСТВ**

**У статті систематизовано етапи еволюції інформаційної діяльності підприємств. Обґрунтовано роль інформаційного фактору в позиціонуванні підприємств на сучасному етапі.**

**Ключові слова:** етапи еволюції, інформація, діяльність, підприємство, трансформації, фактор.

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### **ЭВОЛЮЦИЯ ИНФОРМАЦИОННОГО ОБЕСПЕЧЕНИЯ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЙ**

**В статье систематизированы этапы эволюции информационной деятельности предприятий. Обоснована роль информационного фактора в позиционировании предприятий на современном этапе.**  
**Ключевые слова:** этапы эволюции, информация, деятельность, предприятие, трансформации, фактор.

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