

Проанализировано информационное обеспечение принятия управленческих решений в кадровом менеджменте, охарактеризовано классификацию управленческих решений, раскрыты виды информационных ресурсов и их влияние на эффективность кадрового менеджмента.

Ключевые слова: *информационное обеспечение, управленческие решения, кадровый менеджмент, программное обеспечение, системы автоматизации.*

The information support of managerial decisions in personnel management is analyzed, the classification of management decisions is described, types of information resources are disclosed and their influence on the efficiency of personnel management is disclosed.

Keywords: *information security, management decisions, personnel management, software, system of avotization.*

UDC 004: 651.012.7= 111

A. Abrosimova, T. Biriukova

THE USE OF MODERN INFORMATION TECHNOLOGIES IN ENTERPRISES USA: MARKET IT AND DOCUMENT-INFORMATION SUPPORT OF PRODUCTION PROCESSES AND LOGISTICS

A short review of the main trends of the IT market and its peculiarities for the USA was made. The importance of using IT in US enterprises for documentary information support of production and logistics is underlined. One of the full cycle software options is considered.

Keywords: *information technologies, US enterprises, document and information support, software.*

Features of the IT market

To date, the total volume of the global IT market exceeds two trillion US dollars.

In the US, the IT market exceeds \$ 500 billion, which is more than 5 percent of GDP.

The largest segment of the market in terms of costs is equipment. The explosive growth of information volumes stimulates the demand for servers and storage systems. The ubiquitous distribution of data centers and cloud

solutions provides a steady demand for various types of network equipment. The personal computer market is gradually declining in volume, while the mobile devices market is growing steadily. Supplies of printing and copying equipment are relatively stable, and sales of monitors are steadily declining.

Demand for IT services is provided by the growing diversity and complexity of the corporate IT systems in use, which require a lot of installation, integration, training and maintenance costs. IT outsourcing, that is, outsourcing the functions of supporting and maintaining the IT infrastructure, is one of the promising directions in this market. The most dynamic segment of the global IT market is software, whose annual growth in the past few years exceeded 6%. Over half of the total volume of the segment is formed by different categories of applications, the rest is accounted for by system software and development tools. The fastest growing category of applications for the organization of collaboration, in particular, solutions for intra-company social networks and file sharing: each year their volume increases by more than 20%. Also, the category of solutions for database management and analytics with annual growth of more than 8% is dynamically developing. Consistently high demand is maintained for enterprise resource management solutions and customer relationships, as well as security solutions.

Among strategic directions of IT development a special place is occupied by cloud technologies, analytics of large amounts of data, integration of mobile devices and technologies of social networks into the corporate environment. The aggregate of these technologies and processes IDC unites in the collective term "Third platform", the development of which in the next few years will lead to the transformation of business models in most industries.

Scientific and technological trends and the fastest growing segments in the global IT market

Stages of the IT industry development IDC presents in the form of three platforms. The first platform was built on the basis of mainframes and terminals, on which thousands of applications and users worked. The second platform is based on traditional personal computers, the Internet, client-server architecture and hundreds of thousands of applications. The third platform is characterized by a rapidly growing number Constantly connected to the Internet mobile devices in combination with the

extensive use of social networks and advanced cloud infrastructure, used to solve complex analytical problems.

Applications, content and services built on Third Platform technologies are available to billions of users. Cloud computing, large data, mobile and social technologies stimulate mutual development. Indeed, users of a growing number of mobile devices produce more and more content that is convenient to store in the clouds. Due to the growth of mobile devices, the activity of users in social networks is increasing. The accumulated content becomes an important source for analyzing and extracting valuable information using large data technologies.

In terms of processes, modern logistics is 90% composed of information technology. Only the remaining 10% is directly transported cargo – a trend that was predicted by World Bank analysts 10 years ago.

According to various estimates, the total money turnover in the field of logistics and freight transport exceeded in 2005 a value of 2 trillion euros. For comparison, according to the research group of the Berlin institute Fraunhofer (<https://www.hhi.fraunhofer.de/>), the turnover of only the German market of logistics and cargo transportation amounted to about 170 billion euros, and the entire European freight market – about 1.2 trillion euro.

At the same time, despite the constantly increasing dependence of the transport industry on information technology, the ratio of IT costs and profits compared to other industries looks very modest. According to a study by Pierre Audoin Consulting (PAC <https://www.pac-online.com/>), the level of IT costs in logistics and freight transportation in Europe is no more than 3-4% of operators' revenues, while the largest percentage of revenue is traditionally spent on information technology by industries such as the media (About 8.2%), the financial and banking sector (6% and 5.6% respectively).

According to PAC statistics, the lowest level of IT costs (3.3%) is accounted for by operators with turnover of more than 1 billion euros per year, while small companies spend on IT in percentage terms significantly more – about 4%. This trend is mainly due to the fact that the largest amount of IT costs are for the automation of company management processes – the purchase of management software, corporate information systems, the cost of which is very significant for small and medium-sized enterprises.

According to the German association of operators in the field of freight and logistics (Deutsche Speditionen und Logistikverband – DSLV <https://www.dslv.org/>), the largest amount of IT costs accounted for by US

operators. According to various estimates, US companies spend on IT about 6% of revenue, followed by operators of Eastern Europe, whose IT costs amount to a weighty 5% of revenue. The lowest cost indicator (less than 1%) for information technology was registered with carriers in the Middle East. The total IT costs of the global freight and logistics industry PAC analysts are estimated at about 35 billion euro's per year.

Importance of using information technology for American enterprises for document and information support of production and logistics

Taking into account the current trends in the automation of production processes and logistics, I must stress the importance of using information technology for American enterprises for the purpose of document and information support of production and logistics.

Information management covers the life cycle of documents from the time they were created, performed by them in appropriate management tasks and before destruction or transfer to archival storage. Information management consists of four main components, which together allow to achieve the effectiveness of «document-informational» activities and contribute to the development of the organization through the systematic use of documented information. Information management elements abroad cover the full life cycle of documents:

1. Creating documents.

This element is understood as the establishment of the necessary list of documents used, their names and function, the design of document forms, the monitoring of their use, the use of modern information technology for the compilation of documents.

2. Storing and using documented information.

This element is understood as the formation of affairs, the creation of files and systems for searching documents and information, the development of information transmission systems, telecommunications, copying and duplication of documents; Creation of document storage centers or administrative archives.

3. Transfer of documents to the permanent (state) Storage.

This element is understood as the compilation of lists Documents with the terms of storage, evaluation of documents, identification and description of each document and sets of documents. The value and

necessity of preservation is recognized by documents that can serve to prove the existence Transactions or for conducting historical research.

4. Managing archives.

This element is understood as the design and construction of archival repositories, the improvement of conservation and restoration methods, the systematization and description of archival funds, access to documents, the compilation of reference materials and the dissemination of information about archives in the community.

Introduction of information innovations promotes the competitiveness of the enterprise, profitability. Therefore, instead of the findings, we will introduce one of the options for a complete software cycle that has been successfully used by the enterprise (Fig. 1 a,b,c).

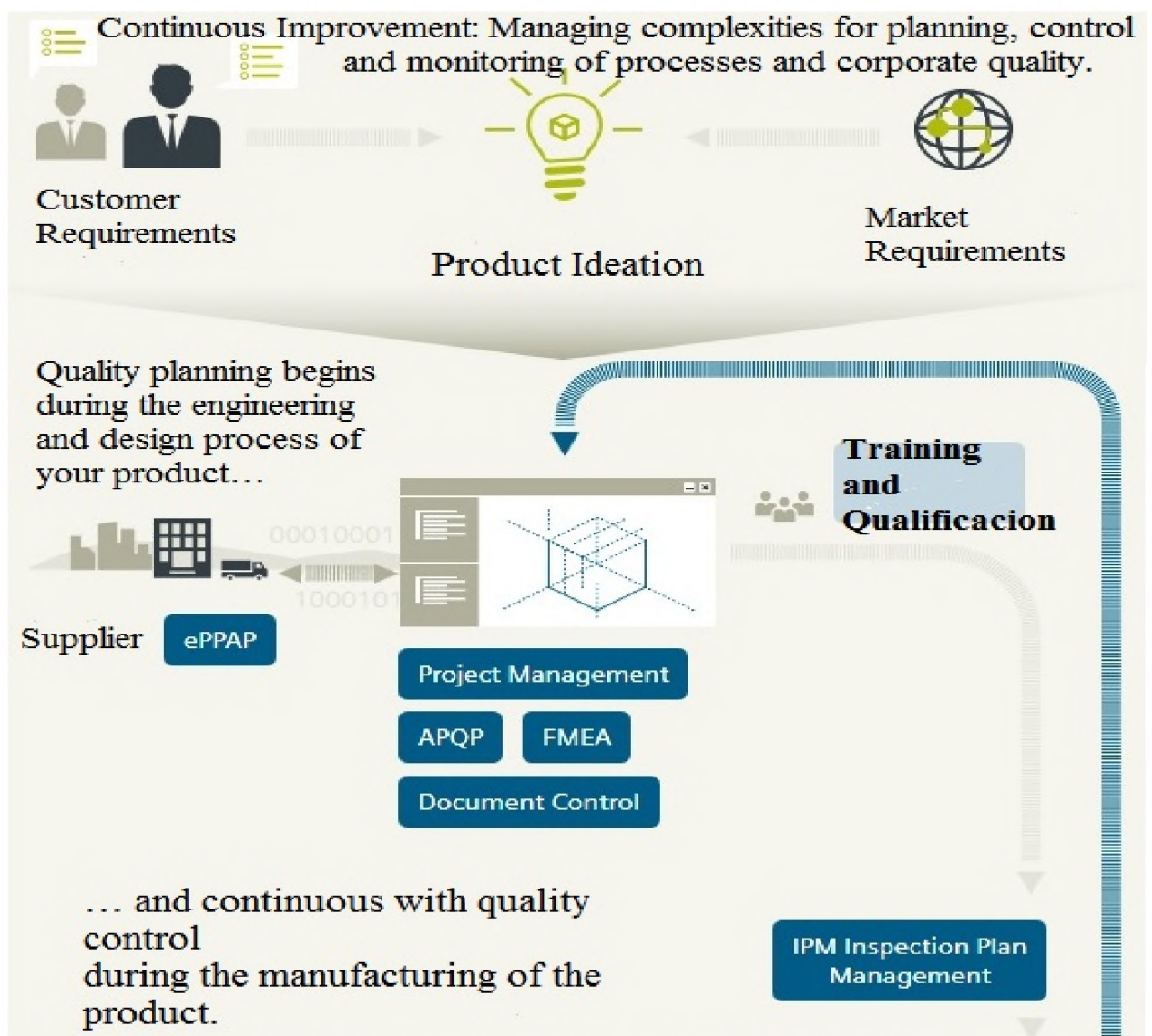


Fig. 1a. Holistic Optimization Product Lifecycle

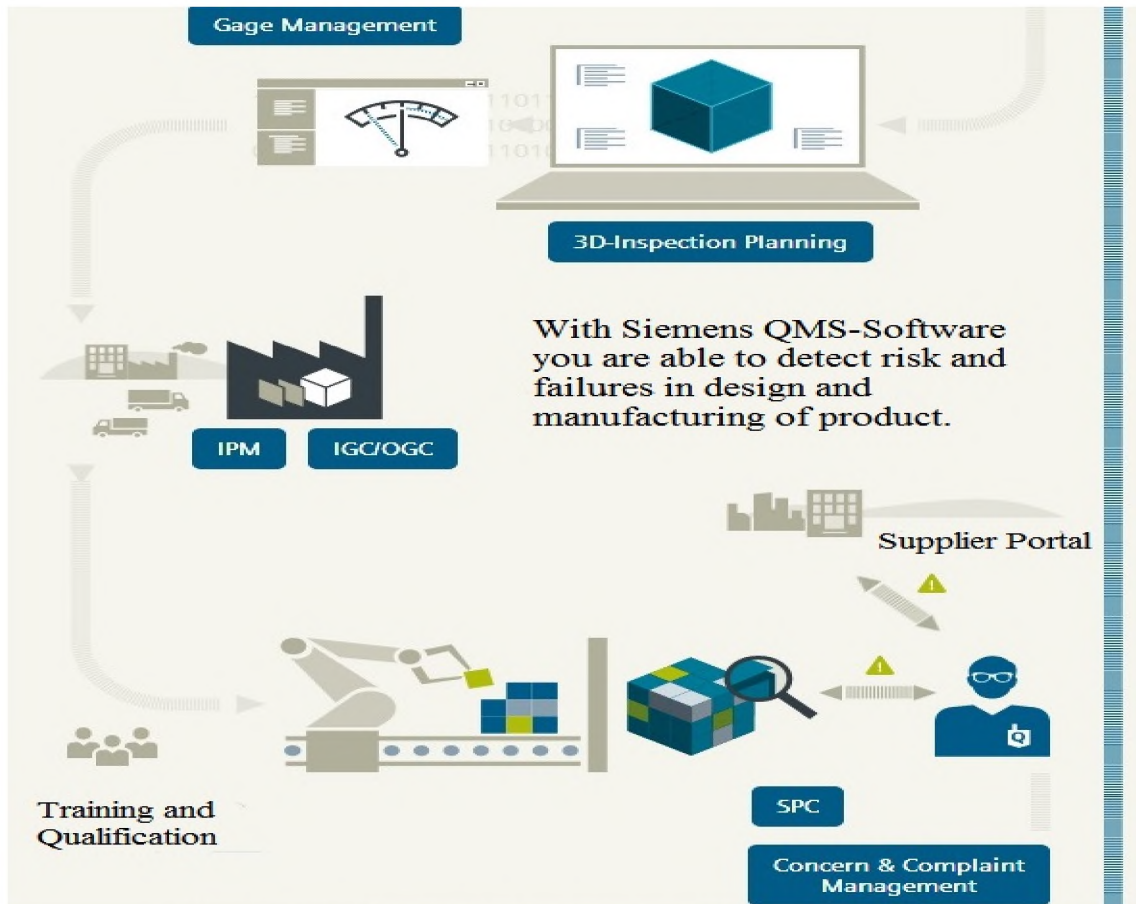


Fig. 1b. Holistic Optimization Product Lifecycle

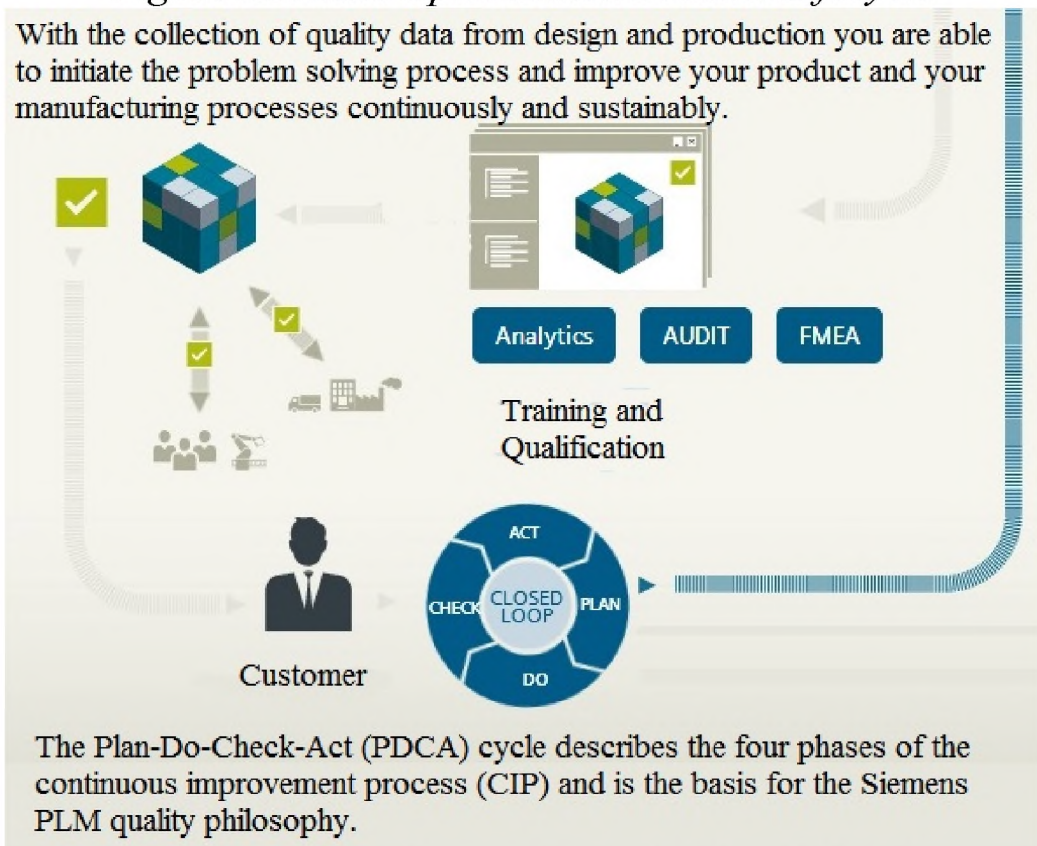


Fig. 1c. Holistic Optimization Product Lifecycle

Зроблено короткий огляд основних тенденцій ринку ІТ та його особливостей для США. Підкреслюється важливість використання інформаційних технологій для американських підприємств з метою документно-інформаційної підтримки виробництва та логістики. Розглядається один із варіантів повного циклу програмного забезпечення.

***Ключові слова:** інформаційні технології, підприємства США, документація та інформаційна підтримка, програмне забезпечення.*

Сделан краткий обзор главных тенденций рынка ИТ и его особенностей для США. Подчеркивается важность использования ИТ на предприятиях США для документно информационного обеспечения производства и логистики. Рассматривается один из вариантов ПО полного цикла.

***Ключевые слова:** информационные технологии, предприятия США, документно-информационное обеспечение, программное обеспечение.*

УДК 002.1:[008:658.114

В.В. Добровольська

ОСОБЛИВОСТІ ОРГАНІЗАЦІЇ ДОКУМЕНТУВАННЯ В УСТАНОВАХ ГАЛУЗІ КУЛЬТУРИ

Розглянуто окремі особливості диференціації документів у організації діловодної діяльності та управління документообігом в установах сфери культури і мистецтв України.

***Ключові слова:** документування в установах культури, документообіг, управління, типологія діловодних документів, установи культури.*

До структури установ культури України входить сукупність організацій і установ, які забезпечують функціонування культури (народної і професійної) та функціонують на засадах державної і приватної власності. Усі ці установи галузі культури і мистецтв держави здійснюють значну документообігову діяльність, яка має свої специфічні особливості.