

Information management as a field of scientific and practical activity

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Abstract: The sphere of information management is a set of all decisions necessary for management at all stages of an enterprise's life cycle, including all actions and operations associated with information in all its forms and states, and with the enterprise as a whole. At the same time, the tasks of determining the value and efficiency of using not only the information itself (data and knowledge) should be solved, so that each manager receives only relevant information, but also other resources of the enterprise, in one way or another, coming into contact with information: technological, personnel, financial, etc., is taught as an innovative specialty. This article examines information management as a field of scientific and practical activity.

Key words: management, information management, informatization, organization, modern business

In recent years, the term « » has been used more and more often, despite the fact that the very formulation of the term is not entirely correct. Management itself, that is, management in socio-economic systems, is carried out only through informational influence, without which any management function is impracticable. However, the term «information management» is well established, and in the current conditions there is no need to revise its wording. The definition «informational» simply emphasizes the fact that the management object is associated with informational views and activities in the organization. Information management is directly related to information activities of the organization. In various sources sometimes contradictory definitions of information

management, but they can be brought together, since they all agree that information management is:

- management of information (or IT) department organizations;
- management of information systems, flows and resources organization, or, which is the same, the management of corporate information;
- management of personnel employed in the field of informatization.

The concept of information management goes back to the concept of information resources management introduced by E. Vogel, who interpreted the management of information resources as purposeful use of information as a resource. Then, information management includes: planning, organization, coordination and control of information activities and processes, as well as communication within the organization in order to improve quality and efficiency of its work. Thus, information management as a scientific and practical discipline includes knowledge from many related disciplines of informatics and management, which allows in practice to move to the information-oriented type of organization, characteristic of the modern information society.

One of the main tasks of information management in such interpretation is to formulate a clear understanding of the following:

- what information (by content);
- to whom (what category of consumers);
- when (by what date or at what stage of work);
- in what form (at what level of aggregation) should information be provided to the

consumer in the available time was able to usefully assimilate it.

There are other definitions of information management, but in any case, one thing is clear - the formation of information management as an independent scientific and practical discipline due to the fact that information is currently the most important economic resource, and together with the use of modern information technology and a decisive factor in the competitiveness of an organization.

In modern conditions, almost all business processes organizations are more or less associated with computerized data processing. Financial, control analytical, planning activities, marketing research, accounting today is not possible without application automated information processing. Hence it follows that the focus of information management is concentrated in mainly in the field of information support of control systems organizations. However, information management should not consider it as a separate area of knowledge - this is only part of a single system management of the organization, including financial, personnel, management.

Thus, information management in unity corporate activity is a specific general management area whose function is to manage information resources, information technology and information systems to ensure effective implementation of all business processes of the enterprise. The main purpose of information management is to ensure effective functioning of any components of information infrastructure and information activities of the organization. The subject of study and applications of information management - all stages of the life cycle of an information system, including all actions and operations related to both information in all its forms and states, and with the enterprise as a whole, actively using this information.

The object of information management is the sphere informatization of the enterprise, including information resources, technologies and systems. The subject of information management is information staff of the organization. A number of well-known concepts pays information management to information personnel organization lack of attention. On the one hand, the classics information management, for example, M. Attinger, pay attention

to its integrated nature. On the other hand, analysis ideas of modern management about the structure of corporate information systems demonstrates localization in the range of used information technology, sometimes information technology and information resources.

Information staff as a generator and exploiter of data systems are not considered, which, in our opinion, is unreasonable due to the significance of the human component at the present stage informatization. It should be noted that almost the only concept taking into account the role of the information specialist, it is a concept professional and intellectual potential of a modern organization Information management tasks:

- revision of electronic document management;
- management of all types of corporate information systems and corporate information resources;
- information support of management in general, and acceptance solutions, in particular;
- ensuring the informatization of business processes;
- ensuring the functioning of telecommunications organization infrastructure;
- management of IT personnel and IT department (if
- availability);
- managing strategic and tactical IT development
- organizations.

The formation of information management began from the moment the emergence of the first theoretical and practical foundations of the

traditional management and the first formalized systems of corporate management. Formation of the organization's management is impossible without structuring information flows, determining sustainable channels and modes of management information, which made the requirement even at the level of basic regulatory management systems information resources, access to them, preservation of commercial secrets.

The formation of the information market has brought innovations to information and management technologies (mid-twentieth century). Strengthening and the openness of the world market, globalization of all spheres of society, the complication of the business sphere has increased the influence of external in relation to organization of information resources and interaction with them, which is extracorrected in the information systems of the organization.

Further stages of development of information management, its institutionalization is associated with the emergence and integration of computer technologies (1970-1980s). For several decades the main areas of information management were associated with technological innovations shaping information infrastructure. Gradually they were "built in" into the organization's activities. Computers, software of various functional orientation, robotic complexes, databases were generated.

The next stage (late 1980s) was associated with the formation automated workstations as functional complexes, including the necessary for the implementation of specific official responsibilities hardware and information technology.

It should be noted that in the USSR, initially the introduction of information technology was driven rather by political and ideological rather than economic motivations.

One of the most important factors in the transition to modern stages information management personalization of hardware means and technologies, the emergence of a personal computer, information technology innovations. In this context the features of the next stage of information management are formed, associated with the saturation of the organizational structures of the computer technique.

It was during this period (1990s) that the system was formed standardization and licensing of software, the emergence serious developers and the formation of the largest players in the market software (Microsoft, Oracle, etc.).

The current stage of development of information management is associated with the concept of integrated information management (M. Attinger), ensuring multicomponent and compatibility components. Among the main positions that characterize this stage, should be highlighted:

- strategic and tactical orientation of management efforts on all information phenomena that form the internal information environment of the organization (technology, IT, personnel, resources, processes, etc.), understanding their consistency and complexity;
- forming new internal information and management channels - local corporate networks as information models organizational structure as an internal virtual environment organizations;
- allocation in the organizational structure of the organization of special departments and employees to whom management functions are delegated information processes and information technology ensuring business processes (at the same time, the role of IT managers in the general management system of companies, in particular, their participation in making strategic decisions);
- inclusion of the level of corporate informatization in the sphere attention to the cost analysis of the organization.

Information management in economics and business lately time has changed significantly.

Correct and timely information is critical to the design and implementation of market strategies and tactics. It is the Internet that becomes the main source and a channel of valuable information on demand and consumer interests, about suppliers and competitors, exactly the information that is impossible get by traditional methods. In a trend towards a certain business consolidation while maintaining tough competition, there is high demand for advanced information technologies, allowing managers to quickly reflect changes occurring on market, moreover - to anticipate them. We are talking, in particular, about technologies, allowing decisions to be made in real time by analyzing and linking consumer behavior to company capabilities.

Information is the driving force of modern business today and is considered the most valuable strategic asset of any enterprise. The amount of information grows exponentially with the growth global networks and the development of e-commerce. For achievement business success requires an effective storage strategy, protection, sharing and data management.

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