

# USE OF INFORMATION TECHNOLOGIES BY ENTERPRISES BY MEANS OF ORGANIZATIONAL-ECONOMIC MECHANISM

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For an efficient organization of a company, properly formed principles, methods and components of an enterprise activity organization are very important; that is why organizational-economic mechanism of the enterprise management steps forward. To ensure the competitiveness and consolidation of enterprises in the market, it is necessary to constantly work towards the ensuring an effective management, which should be based on a combination of external and internal components of management efficiency. The external management efficiency is characterized by the degree of achievement of the objectives and the degree of implementation of the company's plans. The internal efficiency can be described using indicators of economic, financial, resource efficiency, as well as indicators of the social, technological and environmental impact of management. Thus, the effectiveness of management – is the ability of organization to ensure the profitability and success of the duration and development on the basis of selection and implementation of optimal strategies that should ensure not only some effect, result, but also the adaptability and flexibility of the system of management, competitiveness of the enterprise as a whole. Organizational-economic mechanism of effective management of the enterprise depends not only on enterprise environmental factors; the effectiveness first of all depends on the actions of personnel in the organization, in the implementation of the developed plans and programs of the company in achieving certain goals.

That is, the effectiveness of management depends on the adequacy of the chosen strategy to the aims of enterprise, optimality of processes of strategies' implementation, personnel motivation to achieve goals, staff development, technology, and management style. The dramatic complication of the system of production and sales of information technology and increasing use of modern communication systems required to solve the problem of transition to new management technologies, which are essential to ensure the implementation of innovative processes and competitiveness. The last decade witnessed the scientific and technological revolution in information technology. The ability to mobilize and achieve most of the information technologies has become critical. To succeed in the new information environment, the enterprise requires new opportunities that will be used for more efficient operation in the market

In recent decades, modern management system truly interprets value of using information technology sides of management – as the main link between the objectives, principles and economic management mechanism. Without technological support, which due to the introduction of computerization should be radically changed, effective solutions cannot be substantially implemented into practice.

On the basis of information technology and speed of decision-making, use of traditional technical tools, combined with the latest computer complexes, a work on automation of management increasingly develops.

There is a significant gap between the level of automation and the level of management in the activities of Ukrainian enterprises. As a result, the growth rates of labour productivity in the management system are behind the growth of labour productivity in manufacturing. In connection with this with problem gets a special urgency for an accelerated development of new automation facilities manage-

ment, and appropriate modern technology processing. Use of information technology at the enterprise in the implementation of organizational and economic mechanism of business management is a very important issue, which may help the company not only to fully utilize the organizational component of the enterprise, but also increase the economic benefit from its activities.