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## THE USAGE OF INFORMATION AND COMMUNICATION TECHNOLOGIES AT THE CURRENT STAGE OF ACTIVITY ECONOMIC ENTITIES

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The functioning of sea transport is associated with the implementation of complex transport processes in international transport markets, characterized by very high variability. The instability of the economic environment is associated with the need to anticipate and streamline the economic activities of each involved enterprise so that it can maintain its competitive potential.

An important issue related to the operation of shipping and port enterprises is to maintain the ability to provide services that are competitive in the market, of high quality and perceived by value-added customers.

Modern business entities that provide a number of additional services must skillfully use their economic resources, where the decisive factors are currently employees, modern technology, organization of work and knowledge, which allow to combine all the above elements into purposeful activities.

Existing sea connections and the number of existing seaports in the world allow maintaining a system of global transport links. Coordination of processes of movement of all types of cargoes in any direction allows to provide the complex services of complex character, capable to satisfy growing needs of clients. For this purpose, in addition to transport, logistics services are offered, which allow to use the technical and human potential of port logistics centers.

A developing economy generates a steady increase in demand for information. A factor that stimulates economic development is the ability to acquire, process and collect information. According to recent research, information and communication technologies account for about 40% of productivity growth in the European Union.

Economic development forces the use of new information technologies to ensure universal access to information stored in electronic systems. It is also necessary to create safe legal and economic conditions in the process of using information systems.

The use of opportunities created by modern information technology also makes it possible to improve the performance of enterprises in the economy. Information technology, through the use of information systems, allows you to quickly process and manage information.

A company, regardless of industry, cannot compete effectively in the market without IT systems. Business leaders are constantly looking for opportunities to effectively use IT systems in a broad sense of management. Effective IT systems improve the flow of information and significantly increase the efficiency of the available resources of the enterprise.

In modern business processes, IT systems are involved in almost all areas of economic activity. They allow you to distribute technological documentation, ensure the movement of funds and create the entire field of marketing and advertising. It is difficult to identify business processes in which IT systems are not involved.

With the development of the Internet and information technology, contributing to the expansion of the global communication infrastructure, there has been the development of new organizational forms known as virtual enterprises or virtual organizations. Their emergence was due to the fact that the market has noticed new opportunities for development that arise from the virtualization of business activities [1, c.24].

Thus, it was the result of changes in the functioning of enterprises. In practice, every company has the opportunity to "become" virtual. This is because virtuality is defined as the ability of a company to

create and develop basic skills along with the simultaneous and effective design of organizational structure and business processes in order to create added value.

We can even assume that virtuality is a strategy of cooperation within the enterprise, between enterprises and even between direct competitors [2, p.14]. However, the transformation of a real enterprise into a virtual entity requires the transformation of its internal potential into electronic form.

There is currently no clear and binding definition of an enterprise or virtual organization. However, it is important to familiarize yourself with the terms used in the literature describing such an organizational form to understand what it is characterized by and what its competitive strength is.

Generally speaking, we can say that the virtual organizational form is a complex system that combines manufacturers, customers and other organizations that offer value-added services in one information block. [3, p.18]. It can also be perceived as a mental label that covers solutions based on the capabilities of modern technology and the ability to expand the image of such an organizational form as a result of its use [4, p. 112].

The strength and essence of a virtual enterprise is expressed in its ability to use the economic, intellectual and organizational potential that occurs in different parts of the world in a way that does not fit into traditional patterns of economic activity. This forces us to constantly look for new opportunities for profit, creating effective configurations of material and human resources of various scales and duration, as well as to manage the process of distribution of profits [5, p.27].

Virtual enterprise increases its potential as a result of using external resources, changing the structure of resources to increase the share of knowledge and information, as well as by increasing activity and reducing the time of preparation and implementation of specific activities [6, p.45]. As a result, it becomes a set of independent enterprises that form a network for the joint performance of specific tasks, the organization of a network of enterprises, a group of independent enterprises connected by an electronic network or information network located in different places. [7, p.250].

Applying the above approach, it is assumed that the benefit of such an enterprise is determined primarily by the shared key skills of the parent company and other companies that jointly create with him a more or less integrated and branched network. This network facilitates flexible networking and finding favorable market opportunities.

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## The usage of information and communication technologies at the current stage of activity economic entities

**Abstract.** The article is devoted to the problem of using information and communication technologies in the modern economy. It is considered on issues of functioning of sea transport, work of shipping and port enterprises, virtual enterprises. It is emphasized on the need for effective use of IT systems in business.

**Keywords:** information technologies, communication technologies, IT systems, business entities, virtual enterprise.