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**ОБЛІКОВО-АНАЛІТИЧНОГО ЗАБЕЗПЕЧЕННЯ**  
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**INNOVATIVE DECISIONS IN INFORMATION MANAGEMENT**  
**OF BUSINESS DEVELOPMENT**

Qualitative activation of information and business processes involves the introduction of innovations that implemented through the complexity of changes that should cover all management subsystems. The complex nature of the changes is realized by adapting the business to innovations that changes its organizational, information and technological architecture. This allows getting the effect of material and immaterial nature that accordingly affects on competitive stability and allows managing innovative transformations at the micro level.

In business, which is at the intersection of various information flows, the vast majority of competitive advantages are available on the basis of information. It is important that information for management is formed not only from data about business processes, but also takes into account messages with relevant information essence: statistical information from the Big Data system; expert conclusions; professional opinion. Exactly the information allows business avoiding the turbulent environment that caused by changes and quickly adapt to changes in the innovative economy. In information architecture necessarily have to be implemented automated systems, databases of rating and analytical data, internal corporate communications, technological and technical innovations, information expert systems.

Information as a new advantage also has a reverse effect on business, if not ensured proper management of it. Big Databases, intense information impact, complex information communications create a certain chaos in the management system that increases the level of uncertainty and riskiness. The forming new information should carried out structurally, in a common architecture without violating the integrity of the messages.

The need for information management is due to the presence of its characteristic features that affect its stability as a source of competitive advantage.

Information management is a natural process for modern business and is characterized by certain factors: the intensity of information processes and flows; the introduction of analytical applications for data

processing; expansion of types of information; construction of a complex information structure; the formation of a mobile model of information processes, etc. Forming information management policy involves the implementation of innovations in information and managerial processes with the formation of a productive model of changes in the information system of the enterprise. Information management implements a complex system of informational attributes of decision-making that allows to radically changing the organizational structure with the formation of a single information space (Table).

*Table – Attributes of information management of enterprise*

<b>Attribute of information management</b>	<b>Characteristic</b>
Integrative effect for management	Simplification of managerial processes as a result of accelerated movement of information between managerial subsystems with the formation of a network management system. Such model can be both horizontally and vertically oriented – without the allocation of a management center and with an emphasis on it
Mobile configuration of management	On the basis of the network management model, adaptation and maximum flexibility are ensured for changes caused by the development of the economy. The technological basis of information management allows not to change the organizational rules and to develop different strategies with the formation of several alternatives to managerial decisions
Binary	The information management on a technological basis is implemented as a centralized and decentralized one at a time. This is the establishment of information coordination in different scenarios that can cross over to substitute without the risk of information asymmetry
Sign of the organizational resource	Managing information as organizational resource is carried out taking into account the processes of processing, transmission and storage of data. Such resource cannot be fully used; over time, such a resource loses its usefulness, but can acquire qualitative parameters in accordance with the complexity of the tasks of the enterprise activity

In today's economy it is not enough to have information - it is more important to manage relevant information in the current time. Information processes don't occur spontaneously – their formation is connected with current processes as a reaction to events in society and economy. It is a complex system of relations that is sensitive to trends and innovations, which leads to the transformation of tangible and intangible factors. Today, information allows solving complex tasks, not only local problems. Most information resources are formed to anticipate events with an assessment of their inherent risks and prospects.