

THE IMPACT OF INFORMATION TECHNOLOGY ON BUSINESS DEVELOPMENT

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Abstract: The object of the research is information technologies and their impact on business in general. The subject of the study is a set of approaches to doing business in the sphere of influence of information technologies. Innovations, such as information technology, are needed to maintain competitiveness and achieve the highest performance. Theoretical approaches to the possibilities of transforming the conduct of business activities or business processes of an organization through the introduction of information technologies are considered in detail.

Keywords: information technologies, business processes, IT specialists

Today, modern information technology is an integral part of the life of information activity and every person, without which we can not imagine our life. In accordance with this, information technologies have a significant impact in many areas of activity, including business. Humanity has entered a new period in which information and information technology are highly valued [1]. Thus, the traditional approaches to business, production and education [4] now do not give the necessary and impressive results. Innovations, such as information technology, are needed to maintain competitiveness and achieve the highest performance.

The research object of this article is information technologies and their impact on small and medium-sized businesses. The relationship between marketing activities and the business sphere is taking place in as a virtual space [6].

Information technology is a broad class of disciplines and fields of activity that relate to technologies for creating, storing, managing, and processing data using computer technology [3]. To create information technologies, namely, storage, processing, restrictions on the transfer and receipt of information, it is necessary to use computer technologies and software.

A significant trend, at this stage, is considered to be a change in the role of computer technologies, since the automation of functional processes is already becoming scarce and there is a need to blur the boundaries between business processes and information processes. Business owners and managers are very much interested in new information technologies [2]. However, this process involves expanding the functions of IT specialists, since it is no longer enough to ensure the operability of IT in the enterprise, effective recovery after failures, etc. Now IT is the responsibility of IT professionals to explain the results of the implementation of a particular technology. In the case of information security, the IT specialist should consider psychological aspects so that the user does not have to constantly remember about protection against malicious software products, as well as from unauthorized access. In addition, in accordance with the fact that the effectiveness of business processes depends in many aspects on the stability of the environment in which operations are performed, the transition to new systems should be well planned and verified. This is also part of the functions and responsibilities of the IT specialist.

Thus, information technology professionals should move from simple functions to activities that are associated with marketing activities and will be aligned with the needs of the business at such levels as strategic, tactical and operational. At this stage, the main activity of information technology is the demonstration of high business results, that is, there should be a transition from passive response to passive participation, considering the technical support of current business operations [5].

Such actions are a paradox in the sense that, on the one hand, the development of the marketing sphere requires constant changes in accordance with the changing economic situation, while, on the other hand, every specialist in the field of information technology should know that the system will function stably only when no changes are made to it. In this regard, in order to become an active participant in the business activities of their enterprise, as well as to guarantee the

stability of the system and infrastructure, information technology departments will need a completely different approach to IT management [2].

Considering the main issues related to the implementation of IT, we can conclude that initially it is necessary to implement hardware existence modules, then it is implied to implement the remaining subsections or business processes. The direct implementation of IT in the business sphere takes place in several stages:

1. Preparation-determining the nature of future changes, conducting research on the need for these changes, as well as identifying the difference between the current and future state of affairs in production.

2. Defrosting-preparing the staff for the changes that are coming.

3. Implementation-the choice of a specific approach for the implementation of an information system (step-by-step development of corporate information systems (CIS) or the introduction of a ready-made corporate-level IP).

4. Freeze-fix the implementation.

In the implementation of information technologies, among other things, there are shortcomings and problems of implementation. Thus, in the process of launching information technology in business processes, the head of the enterprise is faced with the task of solving such an issue as the lack of operational and reliable information about the state of production, while most IT complexes make it possible to monitor the coordination of information flows, as well as the implementation of vertical integration, which contributes to the implementation of favorable conditions for optimizing work processes in the organization [3]. For the most part, almost any enterprise that goes through an integration reformation reacts to such changes by creating barriers against them.

The use of information technologies in the field of business allows you to increase the flexibility and efficiency of corporate information systems. The

requirements that are imposed on corporate information technologies and on the software that provides them have already reached the level at which it will not be possible to ignore the main points of the processes of their creation and implementation [5]. Multimedia technologies that promote effective impact on the target audience. Corporate information systems, which are a combination of elements, are justified. We can also say about the level of expenses for work in this area, the importance of which accidentally pushes us to think that there is a need to develop a strategy for managing this process and evaluating each of the stages of information technology implementation

As for the introduction of information technologies in small and medium-sized businesses, in Russia, not counting the last few years, the leaders of most small and medium-sized enterprises were convinced of the complexity, inaccessibility and high cost of implementing information technologies. However, the need for it becomes relevant to the extent that, as a developing enterprise [1].

Summing up, we can say that depending on the choice of the model of relations with information technology structures, as well as the ways to maintain such relations, both the success and adequacy of IT support for modern business in the near future, and the quality of work, and the speed of operation of the enterprise as a whole, will directly depend.

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