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INFORMATION IN THE PROCESS OF COMPETITIVE ADVANTAGES FORMATION OF THE ENTERPRISE

The ensuring of effective economic development is one of the key tasks of the present. Its solution is possible when competitive business structures are formed, the success of which depends on the ability to timely and professionally resist transformations in a complex, dynamic market environment. Selected and processed information serves as the main indicator of changes and shows the need for certain preventive actions to avoid or reduce the negative effects of their impact.

Thus, information is transformed into an important strategic asset that allows us to solve current tasks, provides strong and sustainable competitive advantages and long-term development of the enterprise.

In today's economic conditions it is important not only the accumulation of information for economic entities, but also the organization of a continuous process of collection, processing, systematization, accumulation, generalization, storage, provision (sale) of this resource.

Possessing complete, reliable, relevant and operational information enables an enterprise to gain competitive advantages, reduce financial risks, effectively support and accompany the process of adopting sound, informed management decisions in the current, near-term or achievable perspective. In addition, the effectiveness of using information resources in the enterprise management system allows us to determine the business entity ability to adapt flexibly to changes in the environment and realize the objectives for achieving strategic goals.

The achievement of market competitive advantages is possible only on the basis of, firstly, a sufficient information about the market, and secondly, a sufficient information about yourself activities. For an enterprise that seeks leadership, it becomes important not just to accumulate information, but to use it efficiently in its own business. As the amount of information is constantly increasing, entrepreneurs should be prepared to accept a fundamentally new one that can make them radically change their perceptions of the prospects for

further development. The ability to flexibly adapt to the changes in the market environment is the basis of innovative nature of the activity.

It is necessary to select sources of management information in the light of goals and objectives of enterprise development. The main characteristics of management information are completeness, accuracy, efficiency, comparability, objectivity (reliability), profitability, confidentiality, benefits. These characteristics are very important for the consumer of information. However, according to A. Shastiko, such a full assessment of the information quality is possible only after its use. This phenomenon was called "informational paradox".

The analysis of information needs is an integral part of strategic and ongoing planning. Each enterprise has the potential of independent production of information, but it is different in all enterprises. A consistent and qualitative approach to this process can optimize the work of the entire company, based on identifying the most relevant information needs and their best satisfaction.

Thus, information is an important asset of the enterprise, and therefore, in order to establish the sustainable competitive advantages and achieve the main priority areas of activity, there is an objective need for comprehensive management of the whole spectrum of information resources available to the enterprise and the most effective use of them, taking into consideration the factor of situation.

References:

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