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ORGANIZATIONAL AND ECONOMIC MECHANISM FOR THE DEVELOPMENT OF AN ENTERPRISE IN THE IT-SPHERE

The widespread dissemination of information technology (IT) throughout the world and in particular in Ukraine causes a rapid increase in the number of Internet users on domestic and foreign network sites. Web resources, as innovative trading tools, are of particular interest to entrepreneurs due to the existing possibility of integrating all economic entities into a special information and commercial environment.

An enterprise, in order to withstand competition from suppliers of similar products or services, needs to adapt to the changes in information technology, that is, to comply with the prevailing market trends, to use electronic resources as an effective tool for promoting business. Thus, the problem of sustainable functioning of the organizational and economic mechanism for the development of an enterprise in the IT sphere stands out to be relevant and actual.

The organizational and economic mechanism for the development of e-business will be a set of tools to influence the participants in business processes, harmonizing their economic interests and ensuring the qualitative improvement of the entrepreneurial potential of business entities (Fig. 1).

Organizational and economic mechanism for the development of an enterprise in the IT-field

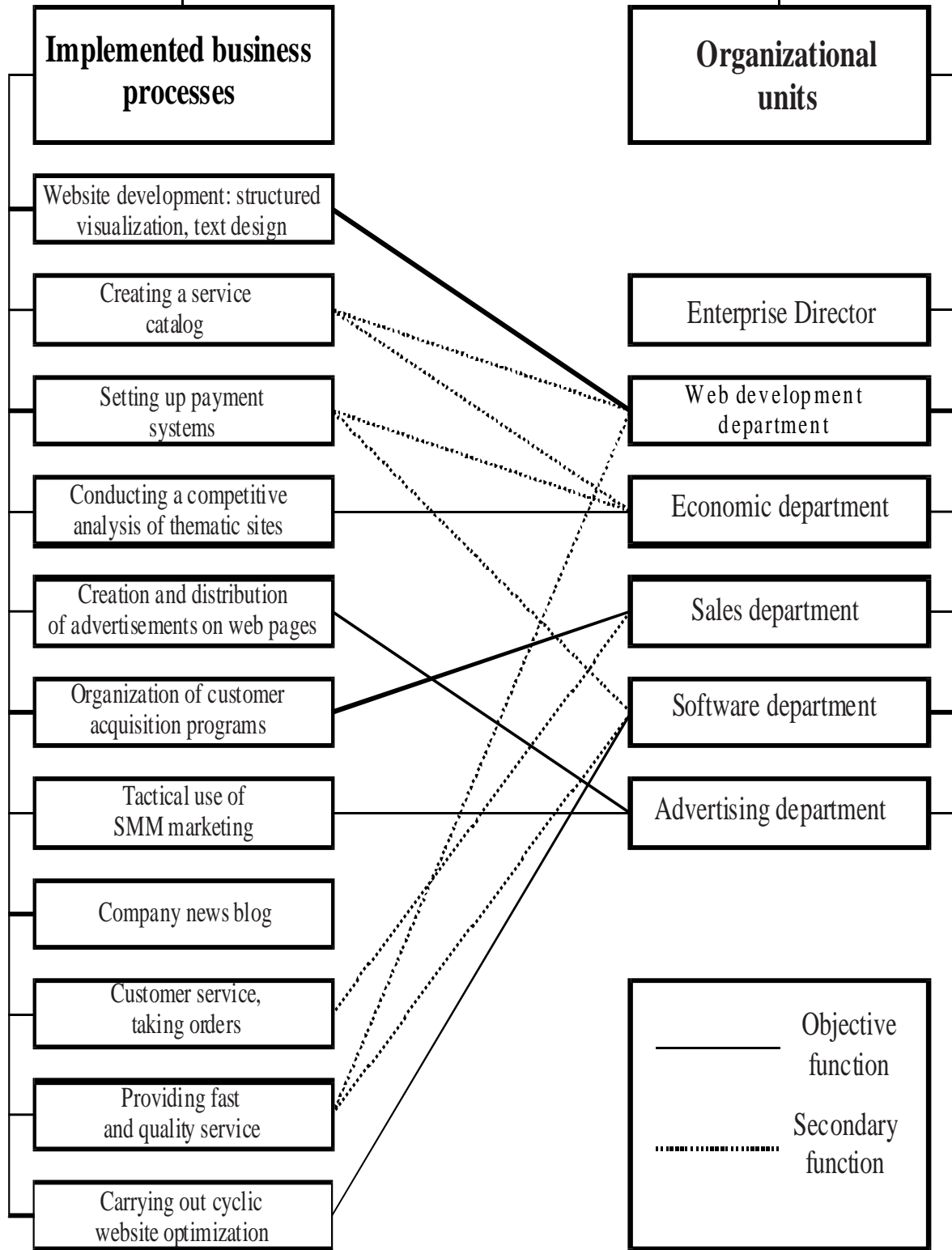


Fig. 1. Organizational and economic mechanism for the development of an enterprise in the IT-sphere

The purpose of the mechanism is to create additional conditions for the development of the enterprise by using electronic resources as elements of promotion and the Internet space as an integrated trading platform.

The subjects of the organizational and economic mechanism include: legal entities (commercial enterprises, firms, companies), individuals (private entrepreneurs, consumers) and the state. Each of the subjects can be endowed with the rights of both the seller and the buyer, depending on the types of their interaction. The object of the mechanism for the development of management in the electronic environment are business processes carried out on the Internet.

In the mechanism under consideration, it is necessary to specify its two main components:

- organizational as a set of management and coordination procedures that control the completeness and quality of the projection of key and auxiliary business processes into the web space, as well as: organizing the work of official pages on the Internet, ensuring the provision of relevant and reliable information about the company's business activities, setting up the company's communication links with the consumer, systematization of methods for promoting business on the Internet in accordance with the recommendations of SMM marketing, motivational support for employees;

- economic as a set of financial and economic operations aimed at carrying out business activities within the electronic space, as well as: conducting an economic analysis of the Internet market, distributing financial resources for the creation and maintenance of advertising web pages, economic motivation of employees, streamlining the system of relations between entities electronic trading relations.

Thus, the transformation of the work of an enterprise from a traditional format into an electronic one is carried out by combining the organizational and economic components.

Based on the conducted research, the following conclusions can be drawn:

1. The active use of Internet technologies as a tool for the development of entrepreneurship contributes to the rapid entry into the market of an object of

economic activity.

2. The organizational and economic mechanism for improving a business project within the framework of the Internet space makes it possible to systematize the processes of formation and development of an enterprise in an electronic environment.

3. Due to the growing number of users of the global network, there is an increasing need for the projection of a traditional format business into an electronic one, characterized by a low “entry threshold”, a high level of information dissemination, the ability to select a target audience for narrow-profile organizations, the absence of territorial barriers, interactivity and dynamism .

4. For the announcement of an enterprise on the market through electronic technologies, it is necessary to create official web pages of various media formats that are most suitable for the specialization of this enterprise.