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O.V. Lipkan,

Candidate of Economic Sciences, Bila Tserkva National Agrarian University

Provision with Information of management of production potential of agricultural enterprises

Objective. Assessment of information provision and determination of directions for improvement of management of agricultural potential of agro enterprises. **Methods.** System approach, abstract-logical. **Results** The importance of management activity and information provision of agro enterprises is considered. **Conclusions** The necessity of creating an informational supply network in the agricultural sector of production is proved, which, due to the widespread use of modern information technologies and computer equipment, will enable to increase labor productivity and optimize the efficiency of the use of resources.

Key words: management, information, information support, agricultural enterprise.

Formulation of the problem. Today, the disadvantages of information provision negatively affect the management system of production potential of agro enterprises. First and foremost, there is a shortage of information necessary for the quality current and strategic management of the production process due to the imperfection and availability of problems in the collection, accumulation, processing, analysis and control system of economic information, as well as during the Transmission and exchange of information flows at all levels of management. These problems are of particular importance in the current conditions of uncertainty, when there is a steady increase in the level of riskiness of the functioning of agricultural enterprises in Ukraine. **Analysis of recent research and publications.** The issue of informational and analytical support for enterprises was reflected in the writings of such scholars as M. Bilyk, F. Butinets, N. Wiener, O. Gudzinsky, M. Demyanenko, P. Drucker, S. Dumler, V. Zhuk, V. Kogan, T. Pakhomov, N. Pravdyuk, V. Sopko, P. Khomin, Yu Schreider and others. They addressed the issues of information needs of agrarian enterprises, offered modern methods of their effective counseling, the introduction of modern technologies, leading management experience. However, despite such attention to the above mentioned problems by the scientists, some issues of the use of the information component in the processes of management and decision-making remain insufficiently studied. The purpose of the research is to evaluate the internal information provision and identify the main directions for improving the management of the production potential of agribusinesses. **Research methods.** The study uses a systematic approach to study economic phenomena, abstract-logical - for theoretical generalizations of research results, formulation of conclusions. **Research results.** The industrial potential of agro enterprises is dynamic and depends on the state of the environment. That is why, in the most general form, the production potential of the enterprise can be considered as the ability to form, develop and actively use tangible and intangible assets in order to provide competitive advantages in the market conditions [1]. In the process of production and marketing activity, the resource-functional components of the production potential of agricultural enterprises are interacting and interdependent, so the process of management requires a systematic approach. In view of this, the conceptual model of strategic development should be based on the principles of system management of the production potential of the business entity. Effective management of the productive potential of the enterprise is the basis of economic stability and sustainable development of agriculture. The mechanism of management of the production potential of the agro enterprise involves information provision of the management process, on the basis of which the assessment and analysis of the efficiency of the use of production potential [2].

The information support of the enterprise's development process is a complex mechanism of coordination of information resources and ways of their organization, through which the management

receives the necessary data for the adoption of appropriate managerial decisions on optimizing the use of production potential and increasing the efficiency of agricultural production [3, 4]. Agricultural production management has a cyclical character, which determines the need for regular repetition of administrative acts: analysis of the situation and problem statement; Development and selection of a management decision; Organization of implementation of the decision; Control; Assessment of the situation [5]. That is, the need for information for management of agricultural enterprises is permanent, since it is impossible to ensure effective management without proper information provision. An analysis of the organization of the implementation of management decisions showed that in the Cherkassy oblast agribusiness enterprises the card index of stereotypical management decisions is not formed, which prevents their management from streamlining the decision-making process, improving its quality, reducing the time to choose the action through the use of decision-making experience. In typical situations. Thus, the creation of an information system for the development and adoption of managerial decisions in the aspect of the formation and use of production potential is an urgent need, which determines the preconditions for reducing risk and improving the efficiency of the activity. According to the results of the study, four autonomous, complementary structural subsystems should be introduced into the integrated information system: I - system of input information, II - system of methods and modeling, III - system of substantiation of managerial decisions, IV - reference information (figure). The system of incoming information - ordered in accordance with its identified features, it will be used by managers and structural subdivisions of agricultural enterprises to substantiate and make managerial decisions on the formation and use of production potential [6]. The subsystem of data collection "Market" is to collect information on demand and position on agricultural products and food in the domestic and world markets, price dynamics, the state of the competitive environment, the current regulatory and legal regulation of the production and sales activities of enterprises in the market (standardization The certification of the industry's introduction, the practice of state regulation of the product market, depreciation policy, etc.). The information of this unit will help to develop the strategy and tactics of the company's activities, the formation of a production program, on the basis of which the activities of the agro-enterprise will be predicted. The data subsystem "Labor Resources" should contain information on the qualitative and quantitative composition of the personnel of the enterprise, its qualification level and the register of qualification improvement, retraining of employees, especially higher and middle management, who search and justify management decisions regarding Formation and use of production potential. The subsystem of data collection "Finance" is one of the most important ones for evaluating the possibilities of updating the innovation potential and the economic efficiency of its use, and therefore it should be ensured its breadth in the areas of information that would contain not only information on internal financial resources, and And gave an opportunity to take into account the state of financial and money markets. In the subsystem "Finance" it is important to accumulate information on normative and planned indicators that will be used to organize current and operational control over the implementation of financial support for production activities. It is expedient to include in this subset of indicators the system of internal norms regulating financial activity and the system of planned indicators of financial development of the enterprise. The subsystem information "Investment Capital" should contain data on available proposals for innovations and the result obtained from the development of innovations by enterprises of the investigated industry in the field of production of products of growing and livestock, organization of production and management, protection of the environment, development Production, logistics and marketing infrastructure [7, 8]. To this information subsystem it is expedient to introduce a list of research institutions, educational establishments, information and consulting firms that are developing innovations, extending them to the market and promoting development, developing design estimates and providing services for the economic evaluation of innovation Projects.

Comprehensive information system of the substantiation of managerial decisions on the form of use of components of agricultural potential of agricultural enterprises Source: developed by the author.

It is expedient to introduce into the subsystem "Basic and current assets" a list of domestic and leading foreign suppliers of equipment and equipment for enterprises in the industry, as well as

containers, pedigree products, forages with a compulsory comparative analysis of their competitiveness on the market [9]. In addition, it is expedient to introduce indicators of the value of fixed assets and current assets, their structure, regulatory legal regulation of depreciation, the movement of basic, biological assets, indicators of their updating and efficiency of use. The following indicators should be used to assess the efficiency of the use of current assets: turnover rate and duration of one turnover, norms for certain components of current assets. For the subsystem "Land Resources" it is expedient to form information on the following areas: composition and structure of land; Soil quality (type of soil and its structure); Expenditures on amelioration measures carried out in state support; Structure of sown areas; Scientifically grounded requirements of agrotechnics; Crop rotation; Volumes of introduction of organic and mineral fertilizers on land plots for the previous 3 - 5 years. The System of Methods, Models and Information Processing systems includes the following subsystems: Subsystem - Knowledge Base, Subsystem of Scientific Research, Subsystem of Management Solutions Development, and User Interface. In particular, "Subsystem - Knowledge Base" contains information on the current state and trends of formation and efficiency of use of production potential of agro-enterprises at the country and oblast level, ie statistical data, results of observations and rules that use this information as the basis for substantiating administrative decisions. The "User Interface" is a software package - an application package (PPP) for interfacing "Input Information Systems" and "Information Systems Systems". In order to increase the efficiency of management in large enterprises and branching out in the activities of enterprises, the local information system should be transformed into a corporate network of the Internet, which will allow the use of bases for the exchange and sharing of information within the enterprise. This network provides high productivity during the organization of work on joint projects, as well as simplified access of personnel to the data, a flexible level of interaction between the structural divisions of the enterprise. It should be noted that the proposed information system will provide information support for all structural subdivisions of the enterprise. So, for the agronomical service, important information is information on the structure of crops, land management and quality of land owned by the enterprise, ways to improve soil fertility, the supply of fertilizers and preparations available in the enterprise, as well as data on their application and norms. costs; Information that characterizes the state of crops during the growing season, methods, norms and dates of plantings; Information on pests, diseases and weeds affecting crops of agricultural crops grown on the farm, on varieties of cultivars, quality of seed material, etc. [10]. Logistic and supply services, based on a real assessment of the existing production potential, will create the need for the purchase of fixed and circulating production facilities. This division of an enterprise needs information about potential buyers, markets of means of production, prices for means of production, forms of their sale, etc. For the effective provision of the process of realization of manufactured products, the company needs information on markets, prices for similar products, and the competitiveness of these products, which will enable the subsystem of data collection "Market" to be obtained. In order to effectively manage and make informed decisions about the formation and use of production potential, the management of the agri-business needs information in a much wider aspect: legislative, financial and technological, coming from financial and economic and agro-technical services; About necessary and possible structural changes in production; The availability, purchase or sale of resources; Information for evaluating the results of the efficiency of agricultural enterprises. It is advisable to accumulate this information in the "Reference Information" system.

Conclusions

The integrated information system for the management decisions in the field of agricultural production requires extensive use of modern information technologies, tools for computer and communication technology, which will allow several times to increase labor productivity, optimize the efficiency of use according to the given criteria. Resources, reduce workflow with the transition to electronic production management technologies.

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