

– текстової інформації (текстові процесори і гіпертекстові системи); статичної графіки (графічні редактори);
– знань (експертні системи);
– динамічної графіки, анімації, відеозображення, звуку (інструментарій створення мультимедійних додатків, що включає засоби анімації і управління відеозображенням і звуком).

Залежно від рівня управління використовуються різні види інформації: так для вищого керівництва, що розробляє стратегію діяльності, застосовується переважно зовнішня і у меншій мірі внутрішня інформація.

На оперативному рівні використовується тільки внутрішня, а на середньому – переважно внутрішня і частково зовнішня.

Всі ці види інформації зберігаються на підприємстві, утворюючи інформаційну базу, що складається з двох взаємозв'язаних частин: позамашиної і внутрішньомашинної.

В даний час попит на інформаційні системи зріс у зв'язку із збільшенням трудомісткості облікових процедур і доступністю цін на ПК.

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EFFECTIVENESS OF A BUSINESS'S EXTERNAL AND INTERNAL IMPACT DIAGNOSTICS

Analysis of internal and external environments is integral part of a business's diagnostics.

In modern management precedence of analyzing internal and external environments is disputable. Although in most cases this issue is not given proper importance, we recommend to clearly justify the order of analyzing internal and external environments as then it will produce a positive effect on formation of long-term alternatives and, in general, draw clear parallels between operation media that will enable more efficient diagnostics of businesses. And efficient diagnostics of businesses will provide a company with one of the most important part of a strategic plan. Such scale increases the importance of the issue.

The main rational basis is the reduced number of external environment factors under study that will clearly outline the relevant area of the external environment towards an enterprise. Determining strengths and weaknesses of a business enables managers and analysts to identify external opportunities and threats that may affect it or make it stronger.

This approach gives a possibility to focus on the main problems and goals of the company. It is very important as the external environment is very complex and has many different factors – relevant and irrelevant. Thus we can avoid irrelevant factors.

Figure 1 shows the scope of external factors that impact the business after an internal analysis was conducted.



Fig. 1 Restrictions of relevant impacts

As is seen, certain factors that influence the business's activity and are relevant towards the business are pointed out among the entire set of environmental factors. Without being aware of the business's specifics and the current situation, the analysis of external factors is unreasonable, as there are studied and analyzed factors whose impact on the business is unknown or even absent. Therefore, we can say that internal diagnostics facilitates and rationalizes the analysis of the external environment. And nowadays this is very actual issue for managers of innovative enterprises.

And understanding the scale and nature of the potential external impact is another important factor that necessitates the precedence of internal analysis.

For example, after determining the share of exports in the structure of sales (i.e. carrying out a portion of the internal analysis), you can decide to what extent such external impacts as competition on foreign markets, exchange rates, regional economic and political trends should be studied and predicted.

This approach has much in common with other areas of management. For example, in decision making criteria and limitations that are internal characteristics of a particular problem are first defined, and after that external alternatives are studied.

This approach to business diagnostics is an important basis for understanding the fundamental relationship of internal and external factors which are one of the most essential in many economic disciplines.