ABSTRACT

Graduate work:

“BUSINESS INFORMATION MANAGEMENT: EXPERIENCE AND INNOVATION
(using the case of CJSC Downstream Technologies)”
Ordering authority: CJSC Downstream Technologies
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Research topic importance: In modern conditions of economic development, the information support of the management process that consists of collecting and processing the information necessary to make informed management decisions has become especially important. The governing body usually faces the problem of obtaining and processing the information, as well as generating and transferring new derivative information in the form of management actions. These actions are carried out in operative and strategic aspects and are based on previously obtained data, fidelity and completeness of which determine the successful resolution of many management tasks. It should be noted that any decisions require large amounts of information to be processed; and the competence of manager depends not only on past experience, but on owning the information about the rapidly changing situation and the ability to use it. To make effective management decisions in a dynamically changing market economy requires purposeful business information support system that objectively reflects the current economic situation.

The purpose of the study is to explore the global experience of information management in different companies, advanced PR-technologies in this field and offer the most effective ways to manage information in modern conditions.

This goal necessitates the solving of several tasks:
— to analyze the main approaches to the definition of "information" and to consider PR-information as a specific kind of social information;
— to define the role of communication in innovation as a new direction of public relations;
— to consider the innovative technologies used in CJSC Downstream Technologies in the context of contemporary trends in global business;
— to develop innovative practice-oriented project for CJSC Downstream Technologies and to optimize information management as a whole and the quality of presenting completed projects in particular.

Theoretical and practical significance of this study lies in the fact that the stated theoretical positions, recommendations and conclusions become a major basis for organizing and developing the process of information management in businesses of any level. The practical significance of the study is to create a unified model of developing high quality information products for companies, as well as in the development of innovative technology of organizing and presenting the information that can form a basis for similar projects.

Results of the study: Information is a tool concept of the info-approach, content and scope of which are variable and depend on the studied communication and organizational conditions. The current international business environment is characterized by a number of major trends, among which the emergence and development of new business models, changing forms of competition, new turns of internationalization and globalization are found. Under these conditions, special PR-technologies aimed at the effective organization and information management come to significant meaning.

Keywords: public relations, information management, information technology, annual report, interactive reporting, telescopic text, mental map.