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INFORMATION TECHNOLOGY IN THE MANAGEMENT OF PERSONNEL

The newest ways to automate actions and functions of personnel management and innovative technological processes available personnel services provide an opportunity to improve and streamline the administrative function with the help of new tools to collect, transfer and conversion data. Demand for exploration and using of efficient computer projects, informative design and technology is currently growing, in fact a consequence of this the importance of informatization of human resources management is absolutely undeniable. In the current situation of social and economic relations, a significant sphere of informational support was for the process of governance, which consists of collecting and processing data required for making accurate management decisions. Activities of companies and institutions of different types in the circumstances of market economy determines the new challenges of the improvement of managerial work in the basis of a uniform automation control absolutely all production and scientific-technical operations, and besides manpower [1].

Market economy leads to an increase in the volume and complexity of the issues resolved in the field of production, action planning and analysis, economic activity, relationships with suppliers and consumers, operational manual which is not possible without the organization of modern information systems (IS). Management Information System – a set of data, economic-mathematical methods and models, industrial, software, other scientific and technical means which is important for data processing and management decisions.

Management information system is required to solve the current problems of strategic and tactical planning, accounting and operational management of the company. Almost all accounting tasks (accounting and financial accounting, tax planning, control, and so on. etc.) Finding a solution without additional costs by re-processing. Using current information acquired in the course of operation of the automated information system, the leader is able to make a plan and balance the

company's resources (material, financial and human resources) to calculate and evaluate the results of management reports, establish operational management costs of products (goods and services), the course of the project, application resource's [2].

The base of the information system is the information technology (IT), the formation of which is closely related to the formation and operation of IS. Information technology (IT) - the process that applies the methods and means of implementing the operations for collecting, recording, transmission, storage and processing of data on software and hardware in order to address the challenges of economic management object. The challenge of the information technology - to acquire by means of processing master data information of the new property, which formed the basis for optimal management decisions. This is achieved by integrating of data, ensuring its relevance and consistency by applying the current technical resources for the purpose of establishing and maintaining at the proper level forms of information support to the administrative staff. Information technology copes with increasing volumes of processed data and results in a reduction of terms of its processing. IT is a significant component of the application of information resources management. Automated information systems for information technology - this is the main scope, elements of which provides tools and techniques to transform information. Information technology is a process consisting of well-defined laws perform actions on the data circulating in the IC, and depends on many conditions other than the following classification criteria:

- the level of centralization the process;
- the type of subject area;
- the coverage of management tasks;
- the class of implemented technological operations;
- the type of user interface;
- Method of constructing the network.

According to the degree of centralization of the process of IT management systems allocate centralized, decentralized and combined. Centralized processes are characterized by the fact that the processing of data and decisions on major economic issues of functional object is carried out in a datacenter IT. Decentralized processes are based on the local use of computer equipment installed on the user workstations to solve a specific problem specialist. Decentralized processes do not have a central repository of information, but provide users with a means of communication to exchange information over the network.

Combined processes are characterized by the integration of multi-action solution of issues on the ground with the use of collective databases and focus on all the information systems in an automated database.

By type of interface information technologies are divided into in connection with or ability to access the employee staffing businesses to various informative resources that are appropriate for the economic object automated information technology. When a packet of information technology the user is not given the opportunity to influence the processing of information, while interactive technology allows it to interact with computational? Inflammatory agents in an interactive mode,

thus acquiring data for the purpose of decision –making.

Ability of network automated information technology gives the user access to telecommunications facilities regionally remote information and you Numeral resources. Selection of the network depends on the efficiency of the administrative apparatus to the information exchange and management of all business units.

Among the staff of the company stands marketing department. The staff of the marketing department in its production activities relies on information technology to address the company's marketing [3].

Innovation approach to information technology is an important factor activity and formation of the organization. In the difficult process of managing large-scale system management focuses on the key trends: revenue, personnel, implementation, and others. For each of them in order to facilitate the collection and preservation credentials formed separate information systems. Among the main practical results obtained in the automation of personnel. Reduce total complexity of human resource management, reducing the final cost of maintenance and support of the system, maintenance personnel, and improvement in the quality of information support, staff security, and collective protection. Savings are achieved by accelerating the exchange of information, the successful processing of information, reducing the likelihood of errors [4].

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INNOVATION TECHNOLOGIES IN MARKETING

Modern marketing based on information technologies and modern technological devices. Systematization of methods and techniques of working with the hardware and software of computer technology is a major challenge of information technology. The development of efficient technologies in the data and in the development of scientific and technological research is called a view to systematizing. Efficiency is the main concept in all stages of the presentation of informative actions. For software for efficiency - is the performance of persons