

Mediterranean Journal of Social Sciences 2014 vol.5 N24, pages 165-169

Small and medium businesses informatization management: Main trends of development in Russia

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Abstract

© 2014, Mediterranean Journal of Social Sciences. All right reserved. The system architecture of a small business must also provide financial management, personnel, procurement, manufacturing, sales, etc. Due to the fact that in small and medium-sized businesses there are combined functions of ownership and management, information management system must provide accurate and up-to-date information about finance and manufacturing resources. We have reviewed the structure of the Russian market of software products for small and medium-sized businesses and explained the leading position of some companies. We conducted a survey of CEOs of SME and employees of the companies ERP systems vendors, who showed quite a symmetric assessment of development informatization of SME.

<http://dx.doi.org/10.5901/mjss.2014.v5n24p>

Keywords

1C Company, Accounting statements, Branch specialization, Computer literacy, CRM, Efficient implementation of the technology, Implementation of sectoral programs, Product-Centric Midmarket Companies, SAP ERP, SME