

role in developing the sector. The Ministry of Industry focuses on maintaining quality standards and promoting better production practices, the Ministry of Agriculture works on facilitating linkages between agricultural activities and the Agro-Food industries, and the Ministry of Economy and Trade has played an important role in developing partnerships with the European Commission. This last initiative led to the establishment of the Association Agripole, which is a business development center that aims to develop agricultural and agro-industrial enterprises.

Within the field of agro-food production, the survey uncovered a number of important trends. To start with, 40 percent of MSMEs working in this area report that the ‘identification and recruitment of qualified staff’ is a problem they encounter which impacts on productivity. They also identify a number of difficulties that are specific to certain categories of employees within the agro-food sector.

For managerial and support staff, the major deficit concerns knowledge of marketing and market research. Fifty-four percent of companies reported suffering from a lack of market research, 52 percent identified knowledge of advertising as an issue, and 46 percent stated that the use of effective marketing techniques was an obstacle to their business. A secondary concern for these employees was that they lack strong written communication abilities, something that was highlighted by 40 percent of employers.

Finally, we should note that the severity of the skills shortage encountered in each employment category is not the same across all categories of workers. The most pervasive shortages of skills are reported among semi-skilled workers, followed by professional, then managerial staff. This suggests that it is important to focus on industry-specific technical skills for professional and semi-skilled workers.

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ROLE OF MANAGEMENT IN INFORMATION SYSTEM

The transition to market relations in the economy and scientific and technological progress have greatly accelerated the pace of introduction in all spheres of social and economic life of the Russian society of the

latest achievements in the field of Informatization. The term "Informatization" first appeared in the creation of local multi-terminal information and computing systems and Queuing networks. Informatization in the field of management of economic processes involves, first of all, increasing the productivity of workers by reducing the cost/production ratio, as well as improving the skills and professional literacy of specialists engaged in management activities. Since the work will focus on information technology, management and managers Range of impacts of information technology on management is extremely wide.

The relevance of the issues of Informatization of all spheres of social and economic life is quite obvious. The need for the development and application of effective and adequate to the reality of computer programs and technologies is increasing today. Bringing order to the chaos and freedom of the market is the first and not yet fully realized necessity of business entities. Here again, computer technology is indispensable, as it makes it possible to optimize and rationalize the management function through the use of new means of collecting, transmitting and transforming information. The reform of methods of management of economic objects entailed not only the restructuring of the organization of the process of automation of management activities, but also the spread of new forms of implementation of this activity.

Accounting is a changing phenomenon, where both management accounting (MA) and financial accounting (FA) activities, applied sciences and concepts are continuously evolving and redefining themselves, and is turning into an increasing number of intertwined converging realities.

The properties of FA influence the quality of MA. Hence, MA and FA are observed as separate realities.

Modern organizations are increasingly becoming more complex due to rapidly changing and highly competitive environment. Globalization, economic liberalization, technological advancements and interconnectivity have made the existence of organizations tougher than ever before. Markets are becoming more international, dynamic and customer-driven. Customers are demanding more variety, better quality and service, including both reliability and faster delivery. Changes in commercial enterprise ecology emphasize the need for complete, transparent, reliable and correct statistics that can be accessed quickly. In this situation, there is a need to simulate organizations to respond more innova-

tively in MA. It ought to be for value creation and developing and sustaining competitive advantages.

The choice of a particular management system in each case is determined by the needs of the enterprise, the existing features of preparation and production, experience and qualifications of employees and other factors. This choice is not as obvious as it may seem at first glance.

Practice shows that the acquisition of powerful expensive systems does not allow to solve all the problems at once. At the same time, the successful implementation of a complex system of "middle class" in the enterprise makes it possible to make its work more transparent, to overcome many barriers between departments, to coordinate their activities and, as a result, to improve the efficiency of the company as a whole.

The use of modern information technologies of enterprise management transforms the very management and structure of enterprises. Information technologies significantly transform business, reduce transaction costs, involve intellectual products in turnover, increase business transparency and, accordingly, increase its investment attractiveness and capitalization. All this requires its scientific understanding and appropriate accounting in management practice.

The consequences of their use are quite wide and varied. Among these consequences in work are noted: - increase of objectivity and timeliness of information, incompleteness, duplication, input of the information calculated on other levels are not allowed; - increase of efficiency of decision-making; - automation of separate functions of the head is carried out; - change of organizational structure of the company, new organizational interrelations are developed; - increase of flexibility of business processes; - change of the maintenance of work; - integration of operations and functions; - reduction of costs; - reduction of risks; - improving sales efficiency; - wider market coverage by combining sales channels.

It should be borne in mind that over time, changing data processing technology, software and hardware, the company's staff, existing security tools are becoming obsolete, there are new versions of information security systems, constantly expanding the list of detected shortcomings and types of attacks. It is necessary to periodically review the developed organizational and administrative documents, conduct surveys of systems, train personnel, update the means of protection.