

EFFICIENCY OF ORGANIZATIONAL AND ECONOMIC MECHANISM OF INFORMATION AND COMMUNICATIONS MANAGEMENT ON AN ENTERPRISE

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In the article basic guidelines of improvement as for organizational and economic information and communications management mechanism are considered on an enterprise. They are directed to get the complex effect, including economic, social, informative, administrative, technical and organizational. The effects are classified depending on the application of conception of the offered mechanism. The economic effect is expected on the example of three banks.

It is proven that determination of the benefits got during realization of the offered conception is related to the chain of difficulties arising up from impossibility of direct results determination of mechanism introduction on the economic results of enterprise activity as far as this influence is non-obvious. All the bank profits are not possible to be presented as incoming cash- flows. Task complication consists of selection of income components which are got by an enterprise as a result of conception realization, but not as its high economic indicators.

Expenses arising up within the process of organizational and economic mechanism of information and communications management conception realization are found. Costs related to primary realization of project are attributed to the investment expenses that will

be carried out in accordance with the offered administrative solutions. There are defined the expenses, related to acquisition of the information systems, its introduction and adjusting, reverse and feedback communication channels creation and the additional technical workplaces equipment purchase and acquisition. Current costs include expenses related to the perfection of labour motivation system (the employees bonus).

Model approbation and of effect calculation of introduction of organizational and economic management of information and communications mechanism has been conducted within the 2013-2015 years' period of corresponding banks functioning.

Keywords: information, enterprise, management, efficiency, organizational and economic mechanism.