

APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN MANAGEMENT RESEARCH

Murodjon A. Tajimov

Master Student

Tashkent Institute of Architecture and Civil Engineering, Uzbekistan

Gimush R.I.

Associate Professor

Tashkent Institute of Architecture and Civil Engineering, Uzbekistan

ABSTRACT: This article discusses the application of information and communication technologies in management research. They believe that the main purpose (the main goal of implementation) of the management accounting system in an organization is the sufficient and timely provision of all levels of management with planned, actual and forecast information necessary for making informed management decisions based on prompt and detailed collection, systematization and analysis of information.

KEYWORDS: Application of information, communication technologies, management research, classification, information systems, solutions, general system, definitions, implementation, management research.

INTRODUCTION

The managerial aspect of economic analysis, primarily in terms of decision support, as a rule, is only declared.

Based on comprehensive information, optimization decisions are made in terms of improving business processes, organizational and financial structures of organizations, improving the skills of personnel and motivating them to achieve target values of key performance indicators, etc.

The following factors also influence managerial decision-making:

- use of information that is not accumulated (not stored) in financial accounting enterprises;
- formal unregulated storage and processing of non-financial information;

- participation in the preparation of management information of specialists from production departments, marketing departments, management, logistics, personnel management, etc., who form non-financial indicators.

THE MAIN FINDINGS AND RESULTS

It seems that activities that meet the above conditions can be carried out within the framework of management accounting. At the same time, it should be noted that there is no unambiguous definition of management accounting and there is no regulatory framework for its maintenance. They believe that the main purpose (the main goal of implementation) of the management accounting system in an organization is the sufficient and timely provision of all levels of management with planned, actual and forecast information necessary for making informed management decisions based on prompt and detailed collection, systematization and analysis of information.

The listed purpose, characteristics and properties of management accounting are closely related to the concept of business analysis (Business Intelligence - BI), which is widely used by modern foreign and domestic managers. Unfortunately, there is also no unambiguous translation or definition of the term. Therefore, we will understand BI as a general term that describes the concepts, methods and various technologies designed to support decision-making based on business data.

Organizations are turning to the power of business intelligence as a way to take advantage of the vast amount of information stored in corporate databases. Business intelligence helps to achieve a holistic view of the organization at all levels - from management to ordinary workers. However, it seems that the concept of "business analysis" is wider than the concept of "management accounting", since the following idea of business analysis has now developed:

- as business knowledge obtained as a result of in-depth analysis of internal and external data;
- as a process of turning data into information and knowledge about the business to make better decisions;
- as information technologies (methods and means) for collecting data, consolidating information and providing users with access to knowledge.

At the same time, the corresponding software is often associated with the term "business analytics", since from the above it follows, that the solution of business analysis problems is

impossible without the use of modern IT. However, attempts to implement this rather trivial thesis in practice are accompanied by a number of difficulties. In particular, when trying to comprehend the task of improving the subject activity on the basis of modern IT, the decision maker experiences difficulties caused by:

- a significant amount of special IT information, replete with narrowly professional terms;
- multifunctionality of various concepts, platforms, technical solutions and manufacturers of BI systems.

Overcoming these difficulties is largely possible on the basis of the classification of information systems that support work in this area. However, this task has solutions, the consideration of which is beyond the scope of the author's research. Therefore, to date, there has not been a final classification of analytical systems, just as there is no general system of definitions in terms used in this area. There are a number of foreign companies researching the modern software market that use different approaches to IT classification.

The presence of the noted differences allows the proposal of other classifications, since, according to the author, all classifications are based on the so-called point of view, i.e. the specific position, status, or task of the person conducting the classification.

In domestic specialized literature and Internet sources for the classification of analytical software, it is customary to rely on a functional technological approach, proposed by Gartner, a well-known IT consulting research and consulting company specializing in information technology markets. According to Gartner, software products of each class implement different concepts and methods for accessing and analyzing internal and external information.

CONCLUSION

To take into account this dependence, we will use the well-known three-level management model, according to which the information structure of an organization can also be represented by a hierarchy of levels, each of which is characterized by its own information processing and management technology and has its own function in the process of managing economic processes.

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