

Kobyletska Mariia

2nd year student, majoring in

“Accounting, Taxation and Audit”

Scientific Supervisor: Roliak Angelina

PhD, Professor Assistant, Foreign Languages Department

State Agrarian and Engineering University in Podilya

**PROBLEMS AND PROSPECTS OF ENTERPRISES BUSINESS PROJECTS
MANAGEMENT WITH THE HELP OF INFORMATION
TECHNOLOGIES IN THE SOCIO-ECONOMIC CRISIS PERIOD**

Ukraine's information and communication technology sector mostly draws attention in times of socio-economic shocks, when the industry is most demanding in terms of properly assessing the problems and risks that may affect a successful business. During this period management approaches begin to be re-evaluated, new models and patterns of market behavior are being developed. It is worth noting that in the IT sector, unlike other industries, the crisis is considered by many experts as a positive phenomenon, capable of qualitatively updating the industry [4]. Over the last four years, the Ukrainian IT market has doubled and become one of the main areas of services export.

Current project management trends speak to the growing role of IT. Information systems of project management are designed to improve management efficiency and reduce the percentage of project incompleteness [5]. They allow you to manage the changes, resources, constraints, communication, work team, and other factors that affect the project.

Advantages of optimization of business processes of enterprises are reduction of financial expenses, time duration in execution of process tasks and number of differences in each of business processes; a clear presentation to the company management of apparent understanding of all the steps that must be taken to achieve the goals; summarizing all issues related to company strategy and performance; possibility of the latest information technologies introduction; high level of enterprise management; improving interaction between employees and business units;

certification according to ISO standards; growth of the enterprise business investment attractiveness. Information systems allow you to automate one or more components of project management: scheduling, managing resources, costs, risks, quality, and more. Automation systems of project management include the following structural elements: scheduling tools, tools for individual tasks (including pre-project analysis, business plan development, risk analysis, time management, cost management), tools for communication between contractors. Information technology allows successful project management, establishing stable communication between participants, identifying and timely responding to deviations, documenting all stages of the project, monitoring efficiently [2]. These systems perform the following tasks: organizing discussion groups and chat channels, remotely saving files and decisions, and informing stakeholders. Recent trends indicate that IT is becoming more widespread in accessing IT to project information and effective communication between team members [5]. They do not include their own calendar planning tools, but do support integration with automation systems of project management. One IT group provides tools for project analysis, online analytical processing (OLAP) and Data mining, and the other is for simplified communication between participants and provides online tools. In these circumstances, more attention should be paid on monitoring the implementation of project milestones, allowing IT to implement multi-project management, in which multiple projects are managed in parallel, independently, but using shared resources. In multi-project management, IT allows you to describe the composition and characteristics of work, resources, profits and costs of projects, create a schedule of work with project constraints, identify critical operations and time reserves for other operations, calculate project budgets, project needs materials and resources, project resource load plans, risk and reserve analysis, project success calculation, accounting and analysis of project executors, obtaining required project reporting. Multi-project management performs additional functions: archive and document management, analytical multi-project planning, control and audit.

It is advisable to give some known project management information systems.

MS Project is used by about 3 million people. Easy interface allows users to work with the system at different levels. The project manager has the ability to provide the work team with information about the tasks to be performed and in the opposite direction, the work team can inform the manager about any changes to the work-calendar.

Primavera inc. offers several products to create an integrated project management system: for use at lower levels of management - SureTrak Project Manager, professional project management package - Primavera Project Planner (P3); for working with complex multilevel hierarchical projects - Primavera Enterprise Project Planner (P3e). The system interface is standard, windowed. The Monte Carlo method is proposed as a risk analysis tool. This allows you to estimate the probability of failure of the project within the given timeframe.

The effectiveness of project management systems is determined by the totality of costs and benefits that the system can bring. Three basic parameters are time, cost and quality of work, which allow optimizing the use of project management. In case of inefficient project management, the company may suffer losses due to: delay in implementation of innovations; project budget overrun; poor performance[1].

Inefficient management of work budgets and quality of work are associated with lowering future costs and direct costs due to erroneous actions. The average cost of such errors is 10-20% of the project budget [3].

Table 1. SWOT analysis of Ukraine's IT industry in a crisis

Strengths	Weak sides
<ul style="list-style-type: none"> • High-quality IT talent • Reputation of Ukrainian specialists • The growth of talented youth • Certified specialists • A strong desire for success • A large pool of relatively cheap R&D resources • The approach is original • Convenient geographical location • The rapid growth of the IT sector 	<ul style="list-style-type: none"> • Political instability • Imperfection of Ukrainian legislation • Lack of real support from the state • Lack of prerequisites for the development of product companies and startups • Insufficient development of the internal market • Delay in the development of new technologies at the national level

Opportunities	Threats
<ul style="list-style-type: none"> • Hryvna devaluation • Low turnover rate • Market consolidation • Potential cooperation with the EU • Transforming the IT industry into High-Tech 	<ul style="list-style-type: none"> • Economic recession • Increase in the percentage of highly qualified specialists

Table 1 demonstrates our analysis of strong and weak sides of the Ukrainian IT industry; the opportunities and some threats of its development. Optimization of business processes management at the enterprise using a wide range of IT tools is an effective tool for ensuring the efficiency of the enterprise itself today and realizing its potential in the future, contributes to increasing profits, productivity growth, reducing costs, improving the quality of products and services to meet customer needs.

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