

**INFORMATION – A VALUABLE ELEMENT IN THE MANAGEMENT
SYSTEM OF THE MARKET ECONOMY**

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News. The globalization process has been accelerated by the explosion of information technologies entering into the work of social, production and education enterprises. Thus, in terms of systemic approach, the company is not a production of goods or services tailored to market requirements, but is equally an information unit producing knowledge. Purpose. The fundamental feature of these processes is applied once that the primary element of information processing is generated always in the information system, the information processed and interpreted in its final form as a resource of the management system. Methods. The article exposed the theoretical and methodological organization of information system of market relations and the role of information as a valuable element of business processes. Results. In the modern knowledge-based economy, increasing information needs at all levels of economic units that generate the emergence of new information products, enhancement of the productive resource and service information and transporting it by modern computerized channels. Information as a productive resource and service as the raw material for creating an active instrument of scientific management and virtual education in Moldova.

Keywords: information, valuable resources, organizational memory, services, prices, inputs, outputs, system approach, system information, communication, wiki, knowledge base, experience of the organization.

Actualitatea. Procesul globalizării a fost accelerat de explozia tehnologiilor informatice care p trund în activitatea întreprinderilor sociale, de producere și în viața mânt. Astfel, sub aspectul abordării sistemice, întreprinderea nu mai este o unitate de producție a bunurilor sau serviciilor adaptate cerințelor pieței, ci devine, în mod egal, o unitate de producere a informației bazată pe cunoaștere. Scopul. Caracteristica fundamentală a acestor procese aplicate este dată de faptul că elementul primar al prelucrărilor este informația, generată întotdeauna în sistemul informațional, prelucrat în cel informatic și interpretat în forma sa finală ca resursă în cadrul sistemului de management. Metodele. În articol sunt expuse bazele teoretice și metodologice ale sistemului informațional al organizației în relațiile de piață și rolul informației ca element de valoare a proceselor de business. Rezultate. La etapa contemporană a economiei bazate pe cunoaștere, cerințele informaționale sporesc la toate nivelurile unităților economice care generează apariția unor produse informaționale noi, punerea în valoare a informației ca resursă productivă și serviciu și transportarea ei prin canale computerizate moderne. Informația ca resursă productivă și serviciu în calitatea sa de materie primă pentru crearea unui instrument activ al conducerii științifice și în viața mântului virtual din Republica Moldova.

Cuvinte-cheie: informații, resurse valoroase, memorie organizațională, servicii, preț, intrări, ieșiri, abordare de sistem, sistem de informare, comunicare, wiki, bază de cunoștințe, experiență a organizației.

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Introduction. The globalization process has been accelerated by the explosion of information technologies entering into the activity of social, production and education enterprises. Thus, in terms of systemic approach, the company is not a unit of production of goods or services tailored to the market requirements, but are equally becoming a unit of production of the knowledge-based information.

The fundamental feature of these applied processes is once that the primary element of information processing is generated always in the information system, being processed in the information system and interpreted in its final form as a resource in the management system.

Contemporary knowledge-based economy requires the use of computerized machine with the means of communication and transfer of information collections, being a crucial tool for the implementation of an efficient management.

Based on theoretical and methodological aspects of building economic relations, the principles of organization, creation and information management as a value-adding resource in the management system, there is required a research on the issues raised by the aspect of the modernization of the information management.

The importance of information in the management system of the market economy. So, the basic concept is that the information is a raw material which society consumes in enormous quantities and within the market economy it is requested in an increasingly demand. Within the presented expression, information as a valuable resource is designed in a new, original form that reflects essentially the economic and managerial content.

Information and communication processes specific to the organization's internal and external environment are characterized by a wide variety of information in terms of content, forms of expression, area of activity, quality and quantity.

Theory and practice of the systems reveal the modern concept developed by Ludwig von Bertalanffy [1, p. 18], whose fundamental aim was to issue a series of explanatory principles, which consider the reality formed from a variety of systems, with which it can be modeled and interpreted.

According to J. W. Forrester [4, p. 53] information and theory systems extended over the enterprise information issues, while considering the company as a cyber-based information system as a productive source.

Based on the information theoretical aspect we can say that the cybernetic system founded by Nobert Wiener represents the general knowledge of systems control [2, p. 29, 33].

Cyber systems approach is based on a global analysis of items, mainly in terms of interaction, where the whole system of organization is characterized as complex, dynamic and nonlinear.

Viewed in this aspect, cybernetic system is a meeting of elements characterized by the presence of interactions and exchanges of information, energy and materials so as to ensure a period of self-regulation process of the whole system.

According to the concept developed by Vasile Leontiev [3, p. 48] any system consists of entries that turn into outputs. So, just the enterprise's subsystems can only be determined in terms of the types of activities thereof, namely: production activities (natural or technological) information activities, leadership activities. In economic units there can be targeted three types of systems that act closely linked: the system of decision, execution or operational system and the information that provides the connection between the other two elements of management systems. The information systems having regarded the management process is performed on the following levels: operational, tactical and strategic.

At the present level of the economy, through the information there is increasingly active opening all the fields of human activity and management according to European standards. A special share lies in the distance education information, using the virtual method via Internet etc.

The evolution of information systems and extension of their areas of coverage have created informational risk categories whose long term effects are not yet fully evaluated.

In competitive economy, application of the information into economic activities, using it only as an element of manufacturer of values, but also as an object of transaction and information market expansion activities paved the appearance of marketing information.

Development of the management information system is represented by the activities of the organization in order to produce new ideas and their materialization in practice [5, p. 57]. The complexity of this function is present in all fields, including higher education and resides in the permanent organizations needed to adapt to new technologies and in their efforts to engage in various investment modernization projects.

We should note that in the market economy there is a shift from the concept of assisted informatics in the organization of economic and public institutions, to a computer oriented towards facilitating the exercise of managerial processes attributes [4, p. 28].

Also for contemporary businesses and organizations has become more acute the knowledge of probable evolution of driven processes, anticipating market events, the desire to be able to adapt economic strategies and policies to requirements. Naturally, such a goal cannot be satisfied besides by including information products dedicated to management of organizations.

These considerations require completion of a new profile of modern management situated on new information technologies.

The management system includes production elements that are internal systems among which there are established material and informational links. The informational existing report between internal systems is reflected in a series of information such as: what the finished product should be obtained, the raw material to be used, what technology is applied to transform raw materials into a finished product or performance of services.

We believe, however, that the production system can reach its objective of getting a certain type of products and/or services, unless it is permanently linked in terms of information with a number of other systems in the enterprise: trade, human resources and technical systems.

Moldova's integration into the international network of the European countries has changed the situation by the increase of demand for information products and services from newly formed companies; the demand for economic information has also increased, as well as the one for circumstances and financial offered by traditional and modern computerized channels; price for production and information services as a productive source have also increased [6, p. 52].

The operation of the management system in the market economy is required to be based on a set of principles predestined to ensure the fulfillment of functions of specific information with maximum efficiency. Any service or information product must be launched on market first by value, which is created through a cover customer needs, helping it to solve an economic problem, to achieve a goal, giving him a benefit. Therefore, for the subordination of the creation and operation of the management information system to the requirements of the market economy, it is necessary that its specific requirements and objectives to reflect the fundamental derived, specific and individual objectives of the respective companies. In this context, a particular attention is paid to the problem of correlation of the information management system with decision-making system and the structural organization of the social-economic units. These represent a practical information of interest to local entrepreneurs.

A great value for the information management system has the assessment of the economic effects of the use of information as a productive source of this system. That is why in the free-market conditions of the information production, the price formation is of interest that serves as an instrument of competition, since the successful implementation of one or another informational product largely depends on its price. The optimal information production price is differentiated on account of two requirements: providing a potential competition and of the income from production selling.

In determining the price it is necessary to consider the strain on information production, the possibility of payment of potential consumers. For the Republic of Moldova, the most appropriate is the information cost estimation procedure based on the forecast of the increase of the company's revenue, which may be obtained from the use of that information.

On the international level, in the information flow there is observed the need to create tools that will

enable knowledge resource management, their dissemination and exploitation. This led to the promotion of a new concept, the organizational memory [5, p. 310]. Formation and administration of enterprise's memory is subordinated to the systemic approach that focuses mainly on human and informational aspects.

Therefore, the organization memory brings together in a system design the data set and individual and collective knowledge generated by internal and external environment of the enterprise or organization. Thus, this is reflected through the use of information and communication for negotiation.

The materialization of the enterprise memory in the modern organization of the XXI century is turning to generalize methods of knowledge archiving. This creates prerequisites for the development of an infrastructure capable of ensuring the use of electronic document management systems, such as document management and workflow [6, p. 48-49].

Study of the theoretical and methodological issues allow the development of a theoretical and technological rationale for implementing the information as a productive resource and service in the development of the economic and managerial relations under the functioning of the informational flow.

Conclusions

In the modern knowledge-based economy, information needs increase at all levels of economic units that generate the emergence of new information products, enhancement of the information as a productive resource and service and its transporting by modern computerized channels.

Information is a productive resource and service, the raw material for creating an active instrument of scientific management and virtual education in the Republic of Moldova.

The subordination of the creation and operation of management information system and expanding its coverage areas gave rise to a category of information risks, whose long-term effects are not yet fully evaluated.

Application of the information into economic activities allows its use not only as a component or element of manufacturer values, but also as a consumer appreciating the price.

A close attention returns to the matching problem of the management information system with decision-making system and the structural organization of economic and social units.

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