

ASSESSMENT OF THE EFFECTIVENESS OF INFORMATION SUPPORT OF INTERNATIONAL BUSINESS STRUCTURES

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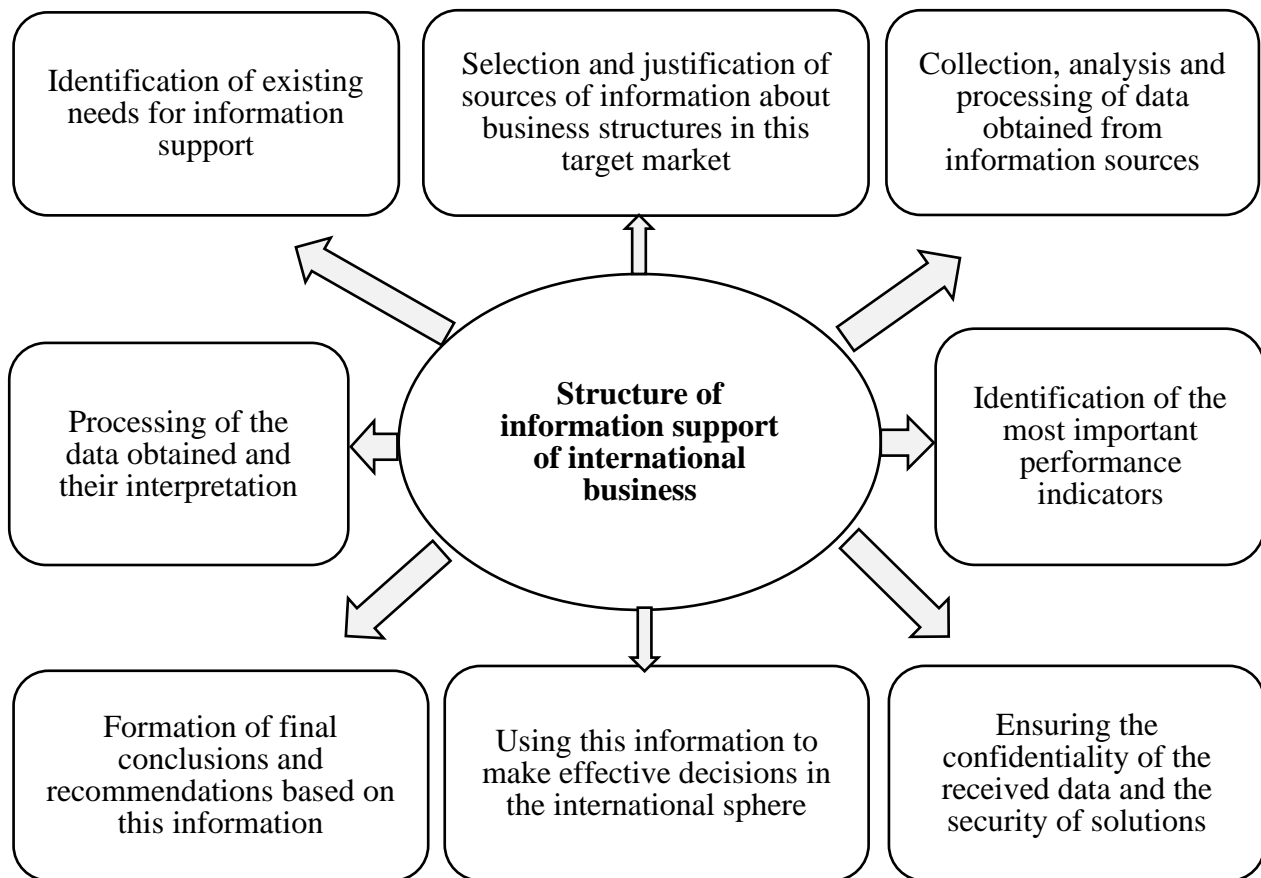
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In modern conditions of globalization, information support plays a key role in the functioning of international business structures. Effective use of information resources contributes to increasing the competitiveness of companies, reducing risks and making informed management decisions. The growth of data volume, the development of digital technologies and the need to quickly adapt to changing market conditions pose new challenges for international business structures in organizing and evaluating the effectiveness of information support [1; 3; 8; 12].

The study of the effectiveness of information support is relevant, as it allows you to determine the degree of its impact on key aspects of companies' activities, including strategic planning, marketing analytics, risk management and operational efficiency. Important evaluation criteria are timeliness, reliability, completeness and availability of information, as well as its impact on managerial decision-making [2, 9, 13]. In this context, the purpose of the study is to analyze the main approaches to assessing the effectiveness of information support and determining its impact on the development of international business structures.

Figure 1 shows the most important elements of information support for international business:

- international marketing and market research. Collecting and analyzing information about the external environment, including the competitive situation, demand and trends in the markets of different countries, helps in planning and selecting marketing and business development strategies;
- international finance and accounting. Use of financial instruments and technologies to manage global financial flows, consolidate financial statements and comply with international reporting standards;
- international logistics and supply. Supply chain management internationally, including international transport and logistics processes;
- international law and regulation. Ensuring compliance with legal norms and international standards in the field of international business, including trade agreements and regulatory requirements;
- international communication environment. Effective communication with partners, clients and colleagues from different countries and cultures.
- information security and cyber protection. Protection of information and data from cyberattacks and other threats from information technology.



Source: author's development

Figure 1 – Constituent elements of information and analytical support of international business structures

These aspects of information support help businesses manage the complexity and risks associated with global operations, as well as build competitive advantages in the international market.

Assessing the effectiveness of information support of international business structures is an important tool for increasing their competitiveness and sustainability in the global market [4; 5; 8; 14]. Based on the analysis, it can be concluded that information support is crucial for making strategic and tactical decisions in business. Its effectiveness depends on factors such as the quality of the data, the speed of its processing, the adaptability of information systems and the ability of companies to integrate new digital technologies.

The results of the study confirmed that the use of modern information technologies, such as artificial intelligence, big data and analytical platforms, helps to increase the accuracy of forecasting and the efficiency of decision-making. At the same time, international business structures face cybersecurity problems, the cost of introducing new technologies and the need for staff training.

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