

INFORMATION SYSTEMS IN BUSINESS PROCESS ANALYSIS.

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Abstract. *This article is devoted to the topic of information systems in business process analysis. The article highlights the role and importance of information systems in the market economy in the analysis of the business process. At the same time, every opinion is based on scientific and practical aspects. In the analysis of the business process, specific features of information systems were also discussed.*

Key words: *business, economy, information, system, market, business project, report, enterprise.*

Аннотация. *Данная статья посвящена теме информационных систем в анализе бизнес-процессов. В статье освещается роль и значение информационных систем в условиях рыночной экономики при анализе бизнес-процессов. При этом каждое мнение основано на научных и практических аспектах. При анализе бизнес-процесса также обсуждались особенности информационных систем.*

Ключевые слова: *бизнес, экономика, информация, система, рынок, бизнес-проект, отчет, предприятие.*

In business, information is essentially a reflection of various market indicators, and it is the result of scientific and informational and commercial activities. Searching, collecting, storing, processing, distributing information and using it in production activities are of decisive importance in increasing the export potential of the engineering industry in today's competitive environment. Marketing information has value because it takes some effort to create it. The value of information is reflected in the increase in the probability of making the right decision. The economic benefits of using information should be greater than the costs of obtaining it. This general criterion determines the expediency of receiving and processing information. Marketing research shows that most of the enterprises operating in the market of machine-building products today do not have MAT or make the decision to create it only by following the fashion and following the crowd. The management of these enterprises does not report to themselves about the economic benefits that this system can bring to the enterprise. That is why, in our opinion, it is most relevant to evaluate the method of MAT efficiency adapted to mechanical engineering products.

In our opinion, the economic effect of introducing MAT in the enterprise consists of three components: organizational (Et) - for the stages of selection and development, operational (Ee) - for the stages of implementation and operation, and marketing (Em) - from MAT in the development of future marketing decisions. for usage steps.

From the point of view of marketing management in the enterprise, the assessment of the marketing component is of the greatest interest. The methodological basis for evaluating the economic effect of the introduction of MAT in the enterprise is formed on the basis of the system of indicators that thoroughly describe the above-mentioned components. The economic effect of introducing MAT in the enterprise is calculated based on the following formula:

$$E = Et + Ee + Em - (ZL + Zo + Zad + Zn),$$

in this

Et – the organizational component of the economic effect from the introduction of MAT;

Ee - the operational component of the economic benefit from the introduction of MAT part;

Em — the marketing component of the economic effect of the introduction of MAT part;

ZL – MAT introduction price;

Zo - the costs of training the company's employees in the operation of MAT;

Zad - the ability to adapt the system and work to the end of MAT; Zn – MAT software version upgrade costs.

When calculating the organizational component, the following factors are distinguished that are important for determining the economic effect of the introduction of MAT:

1. Switch to electronic document circulation.
2. Termination and redistribution of production functions.
3. Participation of enterprise specialists in the development, adaptation and implementation of the system.

The information used in forecasting can be classified according to the functional indicator, i.e., what this or that indicator is used for forecasting purposes. In this case, information can be unmanaged, managed and managed.

Uncontrolled information is exogenous information, which is naturally true both for the economy as a whole and for individual models. Exogenous information can be controlled and managed.

A controlled indicator is an indicator that can change in the future (forecast) depending on the changes in the factors that determine it.

For example, if the population's demand for durable consumer goods is modeled as a function of population income and the level of taxation, the forecasted demand is a manageable indicator. In this case, the factors in the demand model can be both controlled and controlling. If per capita income is defined as a function of other factors within this model, it is controlled information, and the level of federal taxes for the government is controlled.

A governing indicator is any indicator that serves as a means of state policy, national economy, and state regulation of its object.

Instrumental variables of forecasting are the management indicators used to regulate the national economy by the state. The instrumental forecast list includes:

- system of ecological standards;
- indirect taxes;
- direct taxes;
- depreciation deductions;
- transfer payments of enterprises to off-budget funds;
- minimum wage;
- the minimum amount of allowance;
- the minimum amount of unemployment benefits;
- general expenses of the state budget;
- the general structure of the state budget;
- monetary and credit policy instruments: discount rate, minimum reserve ratio;
- price of products of state enterprises and natural monopolies;
- general level of customs duties;
- composition of customs duties; - tax benefits; - benefits on loans.

To reduce losses in accuracy and reliability, 2 rules are used:

1. The rule of demarcation of the field - it is possible to aggregate variables that change in parallel to each other to one degree or another.

2. The rule of equivalent results - it is possible to aggregate variables that have the same effect of analysis or forecast on the result indicators.

An example of industry limitation: the price of a commodity in the world market always changes in the same proportions.

Example of equivalent results: issuance of construction or import licenses. If the total amount of licenses issued by the state is determined, there are many ways to get them. If all types of licensable expression give the same macroeconomic result, that is, if their level of influence on GDP, employment and other macroeconomic indicators is the same, then one indicator - the total amount - can be used.

The issue of making data acquisition and processing processes as easy as possible for consumers arose long before the emergence of modern information technologies. For example, paper carriers (authors and publishers of books, magazines and other publications) try to facilitate the search for the transfer of material by creating subject and name indicators. A specialized information organization (library, etc.) creates metadata, i.e., "information in a data hack" - catalogs, etc., for these purposes. However, with the emergence of new information technologies, the possibilities of searching and processing information, unlike the traditional ones, provide not only the information product, but also the means of access to it (searching, processing, presentation, etc.). These tools allow the user not only to visualize the contents of the computer files, which are the information product, but also to quickly get the information in the relevant sizes and forms. Ideally, access tools should provide search and presentation of information that meets the user's needs, wherever it is found.

Information service means providing information products to the user in a broad sense. In the narrow sense, information services mean services obtained with the help of new information technologies. The emergence of modern information services increases the demand for information products. Because the individualization of information provides an opportunity to approach the individual needs of the user, and thus the information models of both the producer and the user.

It seems that an information service cannot live without an information product. However, the information product cannot be imagined without the corresponding information service. Adding a different service to an existing product can lead to a change in the form of providing information for the user, that is, to the appearance of a new product with a higher level of information without storing the same information as before.

An example of this is the information coming from the outside, including the information of the higher management bodies and government agencies. Internal information is necessary for the internal operation of the enterprise. For example, for enterprises, this information is about product output, types, assortment, personnel, material and technical support, and others. Initial information always flows upward in control systems, while command information always flows downward.

According to its importance, information is divided into 3: Permanent information - does not lose its value in the long term (enterprise, types of products). Conditionally-permanent information is stored for a certain period of time (standards, technical conditions, different prices, descriptions, etc.).

Variable information changes depending on the state of the control object. They must be processed quickly, otherwise the information will burn out.

Management decisions made by the manager depend on information services. Various information is needed to make a decision. The economic indicators for the production activity of the enterprise, the presence of production, the sale of products and others. For the leader, social-spiritual information, ecology, and situational information are needed. The leader should be able to organize a cocktail of employees who prepare information for him, and use it with them.

All the work that leaders do requires effective information sharing. Good communication ensures business success. Communication process is the process of exchanging information between 2 or more people. The main task of the communication process is to understand the information that is the subject of exchange. However, simply cutting off information sharing does not guarantee effective sharing of information. All of us have encountered the result of ineffective information exchange in friends, family, and cocktail groups.

If a leader has effective communication, he is an effective working leader. A good leader understands the essence of the communication process, and has mastered oral and written communication. Surveys show that 73% of American, 63% of British, and 85% of Japanese managers believe that communication is the key to achieving the goal set for information exchange. According to another survey, 2,000 different companies with 150,000 employees believe that information exchange is one of the most difficult issues in enterprises.

In the process of information exchange, 4 basic elements are involved: sender, message (information channel), channel (information transmission medium) and receiver. These 4 bases should work harmoniously with each other and not lose the meaning of information. Both parties (sender and receiver) play an active role in the process of information exchange. If the leader gives a task to the subordinates, then it is said that the exchange of information has begun. In order for the exchange of information to be effective, the employee must inform his supervisor about how he understands the task, and the supervisor must tell him what is expected of him. How the assignment is written (correct information) and the means of information transmission are of great importance.

Inside the enterprise, information is placed in the form of vertical communication. They are transmitted from top to bottom. For example, the head of the pharmacy tells the head of the department which product should be prepared in what period. The head of the department, in turn, informs the temporary technologist

will give. In addition to top-down information transmission, reverse communication, that is, bottom-up communication, is given to the pharmacy environment. For example, if the provisional technologist or provisional analytical medicine provides information about the preparation and quality analysis of the drug, the head of the department, in turn, conveys it to the head of the pharmacy. In addition to downward and upward information, the enterprise needs horizontal communication. The enterprise consists of functional departments and workshops. Activities between them coordinating information exchanges, for example, the enterprise must produce a variety of pharmaceutical products. Therefore, it is important for the marketing department to know what kind of products and medicines are in demand in the market and how much they cost. The financial department should calculate the cost of these goods.

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