

НОВЫЕ ФОРМЫ ОРГАНИЗАЦИИ БИЗНЕСА С ИСПОЛЬЗОВАНИЕМ СОВРЕМЕННЫХ СРЕДСТВ ПЕРЕДАЧИ ДАННЫХ

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В статье рассматриваются новые формы организации бизнеса в компаниях, указываются особенности применения современных средств, направленных на передачу данных. Обсуждаются трудности создания сетевых структур.

Ключевые слова: бизнес, сетевая структура, данные, компания.

In developed countries e-Commerce using the network access is well developed not only due to the high intensity of development of modern technologies, but also due to the preparedness of citizens to such service. The thing is that in the developed countries has for a long time actively practiced shopping catalogs, orders and delivery directly to home.

In our country, the development of such trade relations at a low level. In addition, there is a stark absence of quality standards, which led to the formation of a buyer's belief that before buying a product it should look and feel.

Therefore, even if electronic payments will be as common as in America, Web stores not to wide client base.

Of course, this concerns not only our state, but also the CIS States and even some States in Eastern Europe.

At the moment firms are actively using a partial or full transfer perform individual business functions, and sometimes parts of the business process to third parties.

This phenomenon is called outsourcing (or from certain external sources). In the West, outsourcing has been widely developed for a number of reasons.

The first reason is to actively increase competitive rivalry in all market sectors and the consequent need for achieving maximum efficiency of all operations carried out by firms, organizations, enterprises. Independently to achieve maximum efficiency of all operations is not possible, and in some cases completely impractical. Can be brought to maximum perfection to perform basic functions, and the rest of the work convey to those who have its implementation does best.

Consequently, for many companies outsourcing for the implementation of individual works became really effective solution. In fact, it is difficult to accept that there are always companies that are able to perform relatively independent of the business function with the highest and virtually unreachable level of efficiency.

The second reason is the desire of companies to be «global», that is, to do everything that her products have been presented around the world. First of all, this requires the absence of rigid territorial binding. For example, a private delivery service is not that serious obstacle, but rather a luxury for an organization that is moving from one market state to the market of another state.

The third reason is associated with the rising significance of small companies in global business. Outsourcing allows global presence of a company in the markets of many countries without the need for a proportional increase of the working staff to service new markets. In other words, a relatively small firm by attracting small businesses to operate successfully worldwide, fully retaining the control over performance of assigned tasks within the framework adhere to the strategy.

We investigate the structure of the contractor for outsourcing companies. Approach to the organization of the enterprise with the division of powers between the branches is called a «dynamic network organization» (organization model structure). The network structure implies a redistribution of the main functions between the individual entities and organizations. Coordination of certain actions is performed in a Central office.

The main difference of this structure lies in the fact that the main operations (product development, production, etc.) are not integrat-

ed and are carried out by separate firms on the basis of the contract or any other agreement. Link the Central office with such firms is in most cases with the use of electronic media and the Internet. The revolutionary character of this kind of approach is that, guided by the usual definitions, it is difficult to imagine is from itself, and where it is.

As an example, you can take a firm which is engaged in creation of the software. Designing different parts of a software product usually requires the involvement of specialists from around the world. Large industrial organizations that specialized in the production of electronic equipment (e.g., IBM), previously carrying out all complex of works on manufacturing equipment, now his drawings order manufacturing at Asian companies. Due to this, they reduce production costs and facilitate a competitive struggle with manufacturers more cheap technology.

For communication with partners and offices worldwide used the Internet, and various kinds of video conferencing.

Despite the fact that in the field of networked computer scientists call on «all the cards», the first to introduce a modular structure, is Nike (sportswear manufacturer).

The network structure provides many advantages. First of all, is the ability to concentrate efforts of staff on the resolution of several tasks, ordering the execution of other functions (e.g. shipping) from a third party. The modular Corporation is a kind of backbone, which is surrounded by a network of really good providers that as all the elements of the constructor can be used or deleted as needed.

An important advantage is the presence of the organization in the markets of many countries, as well as the possibility to gain high positions wherever possible. Network organization konsolidiruyutsya resources around the world to obtain top quality products at minimum cost. This is one of the key factors in achieving the benefits of competition. Advantage is also flexibility in the selection process of the labour force, because the performance of a particular function can be ordered in any organizations in any country of the world. The company implementing the functions may be replaced by more profitable without restrictions in the form of the need to purchase expensive equipment. Modular organization can permanently change the structure with the aim of entering the market with new products. Another important aspect is the higher level of performance and improved

satisfaction from the work performed by those who work in the Central office in a much more flexible enterprise structure. The structure of the network of the Corporation is the most flexible of the possible forms of existence of business organizations.

One of the disadvantages of network structures lies in the weakness of the control of all manufacture processes. Managers can not constantly monitor the execution of orders, because most of his subordinates removed geographically, and communication with them can only be through phones and the Internet.

Not less important is the significant dependence on the quality of work of subcontractors. If hired by a firm for one reason or another fail pre-purchased supplies or even cease operations, the whole business will be under threat. This uncertainty is compounded by the fact that subcontractors in respect of their remoteness from each other can't be under permanent control by the management.

Another disadvantage is the complexity of interaction with an employee because of their lack of dedication. Workers may be feeling the insecurity of their jobs because of the high probability of replacement of their activities agreements with other organizations. The modular Corporation is very problematic to form a really cohesive work team, because if you change product lines network organization is forced to «shuffle» workers to provide the optimal set of qualifications.

To overcome obstacles in the form of lack of control and increasing employee engagement should be used a means of facilitating teamwork.

A feature of the global network of the Corporation lies in the fact that there is an urgent need for leaders who can work in different countries. Despite the fact that the main managerial functions (planning, control etc.) do not change depending on where you are operating, there are factors differences in the environment, which should be taken into account:

- socio-cultural differences between different States;
- differences in the level of economic development;
- differences in existing legislation.

Of course, this slightly increases the risk for the business. The internal structure of the international company should comply with several parameters of the external environment in which the company's customers and its suppliers.

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THE NEW FORMS OF BUSINESS ORGANIZATION USING MODERN MEANS OF DATA TRANSFER

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Discusses new forms of business organization in the companies indicates the features of modern tools, to transfer data. Discusses the difficulties of making network structures.

Keywords: business, network structure, data company.