

INFORMATION SYSTEMS AND TECHNOLOGISTS AND ECONOMISTS

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Information systems and technologies in the economy play an important role in ensuring the efficiency, competitiveness and innovation of business. They allow you to collect, process, analyze and use data for management decision-making, resource planning and automation of many business processes. The most important information systems and technologies in the economy include the following.

Electronic commerce (e-commerce). These are systems and technologies that allow trade and exchange of goods or services via the Internet. E-commerce includes online stores, electronic payment systems, e-marketing and other tools that promote the growth of e-businesses.

Production and inventory management. Information systems make it possible to optimize the processes of production and inventory management. They provide inventory tracking, demand forecasting, production planning and supply chain coordination.

Customer relationship management. These systems allow the collection and analysis of information about customers to maintain relationships with them. CRM helps businesses increase sales, attract and retain customers.

Enterprise resource management. Integrated management systems allow you to automate and optimize various functions of the enterprise, such as finance, logistics, production, personnel and others.

Analytics and business intelligence. Information systems with analytical capabilities allow the analysis of large volumes of data to obtain valuable information about the company's activities.

Knowledge management systems. These systems enable the collection, organization and dissemination of knowledge within the organization. They contribute to increasing the efficiency of communication and cooperation between employees.

Digital platforms and Internet technologies. Information systems are used to create digital platforms that allow developing new business models and communities, interacting with customers and partners via the Internet.

These information systems and technologies in the economy contribute to increasing productivity, reducing costs, improving the quality of decision-making and ensuring business competitiveness in the modern digital environment.

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