

EVALUATION OF INFORMATIONAL PROVISION QUALITY OF FOOD INDUSTRY ENTERPRISES FLEXIBILITY MANAGEMENT

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Abstract

In the conditions of the information society, processing and obtaining qualitative information for the adoption of a grounded management decision becomes of great importance. Today, one of the ways to improve the management system of food industry enterprises is to build an effective system of information provision and to evaluate its quality on a permanent basis in order to achieve enterprise flexibility.

An analysis of the hypothesis concerning the impact of the information provision quality on enterprise flexibility was carried out through the analysis and synthesis of scientific works, and the current trends in the information society development. Determination of the information support attributes set was carried out using the expert estimation method. At the heart of the proposed mathematical model for evaluation of the flexibility management information provision quality lies in the multi-attribute approach.

It has been established that the level of information provision quality of enterprise flexibility management depends on the formalized system of the following attributes set, namely, the “input”, which contains certain parameters of the information receipt on the effective flexibility management, “converters”, through which processing of this information and the “exit”, which characterizes the results of flexibility management. Parametric evaluation of nuclear attributes (relevance and timeliness of information receipt, speed of information collection and processing, reliability of information and channels of its receipt, correctness and comparability of the result in the information processing) sample of food industry representatives showed that about 40% of them correspond to a high level of quality information support.

The proposed approach allows for a predictive evaluation of the information provision quality, comparative evaluation, quality control to maintain it at the required level, and also creates new opportunities for managers to make effective decisions in order to avoid the risk of lowering the profitability and overall efficiency of food business.

Key words: *Attribute, Information provision, Model, multi-attribute approach, Quality system, Food industry.*