



PLACEMENT OF INFORMATION SYSTEM IN AGRIBUSINESS

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Abstract

Today, the need for timely information is essential, especially for business entities working in the field of agribusiness, which are on a constant race on the world market to prove their own quality and services they offer.

Therefore, the organizational ownership of agribusiness is very important, because with good ownership and teamwork, it is possible to obtain quality use of collected information and data for the benefit of the company.

What is missing in terms of mode of acceptance, direction, and classification of information in agribusiness is the use and presentation of information.

In today's modern concept of agribusiness development, what is lacking in every company is to have a presenter who will be tasked with collecting all agribusiness information and data to classify the information and, as a priority, to make such information online on a daily basis the portal from the company.

The quality presentation with timely received information may have led to the successful operation of any business entity in the area of agribusiness economic market.

That is the essence of this paper, to show the general functional structure and exchange of information in agribusiness, and, as such make a more competitive economic market

Key words: *information, agribusiness, development, business entities, management*

INTRODUCTION

Management in the agribusiness in order to anticipate with a plan in the future development of the company needs to make the required amount of information in the decision-making process.

The information itself and the decision made about management has the significance of a strategic resource, especially in the domain of making strategic decisions for the enterprise.

In fact, the information received that corresponds to the basic functions of agribusiness such as: production, finance, management, human resources, create complete information about a particular area in the management of a business entity within the functional system of agribusiness. However, the strategic role of management in an agribusiness is perceived precisely by the way

of providing information and making decisions that will further support the creation of goals and the realization of the benefits in terms of competitive advantage and increase of the profit on the services market.

Making decisions by the management team in a business entity is defined as the investment of personal effort to achieve the business goals implemented through the planning, organization, management and control functions.

From this it follows that planning in the decision-making process refers to determining the business goals and instruments that will be realized, the organization includes those managerial activities in the decision-making process that carries out the schedule of tasks to perform the assigned tasks.

However, what needs to be taken into account is that the procedure for obtaining information and making decisions about it is that information has its own cost, which means that the value of the information covers the costs incurred for its generation, therefore that investing in information in itself brings results that are hardly measurable in contrast to other resources.

Regarding the management function, managers in agribusinesses have the opportunity, on the basis of the received information and made decisions to use various motivating means for the employees in order to

Concept of decision making and exchange of information in agribusiness

Management, in order to anticipate with the plan for the future development of the business entity in the agribusiness, should make the necessary amount of information in the decision making process. The information itself and the decision made about the management have the significance of a strategic resource, especially in the domain of strategic decision making for the development of agribusiness.

The received information that corresponds with the basic functions of the enterprise as they are; marketing, production, finance, management, human resources, generate complete information about a particular area in the management of a business entity.

Otherwise, if the reception of information is generated only from one specific area of the business entity then that information will

achieve the highest results in the management of the business entities,

As for the office as a segment in the information retrieval and decision-making process, it also plays an important role especially in the monitoring of management in order to discover and resolve the gaps faster and faster in carrying out the given tasks from the activity of the business entity in agribusiness.

In fact, the topic of this paper is to give a general conceptual understanding of the placement and exchange of information of business entities in agribusiness as a condition for their successful development.

only affect the decision-making process of the manager only in that area. On that basis, decision making is a special dimension of management, implemented in all stages of decision making carried out by management at all levels of decision making. So the decision process itself is shown in Figure 1, and it is characterized by several stages as it is;

- determining the time for decision making by the management to resolve a particular problem,
- finding alternative solutions by management to solve a particular problem,
- choice of the most adequate solution and its reception,
- evaluation of the results of the decision.



Figure 1. decision making process in the business entities of agribusiness.

However, the strategic role of management is perceived precisely by the way of providing information and making decisions which will further support the creation of goals and realize the benefits in terms of competitive advantage and increase the profit in the services market. (Dr. M. Sekulovska, "Management Information Systems", Ohrid 2003. p.45).

On the contrary, according to traditional, classical theories of decision making by the management team in a business entity, it is

defined as the investment of personal labour to achieve business goals implemented through the functions of planning, organizing, managing and controlling.

From this it follows that planning in the decision-making process refers to the determination of the business goals and instruments that will be realized, the organization covers those managerial activities in the decision-making process, which are used for scheduling task execution tasks.

Regarding the management function, managers have the opportunity based on the received information and made decisions to use various motivating means for the employees in order to achieve the highest results in the management of the business entities. As for the office as a segment in the process of obtaining information and decision-making, it also plays an important role as all the previously listed phases, especially in the monitoring of management in order to be quickly and better

Trends in management of information in management

Regarding the trends in information management, it can be said that in today's conditions the business environment has changed as a result of the present world trends such as; the globalization of the economy, information economies, and the transformation of business businesses. The changed business environment of the business entities imposes a number of challenges in terms of managing or managing the information in the decision-making process that relates to the application of information technology and the implementation of information systems in the function of managers.

On this basis, information systems provide basic organizational solutions to the challenges and problems imposed by the modern business environment. From here, it emerges that information and telecommunication technology overnight develops and with their performance causes an explosion of information, in which inevitably any modern enterprise should be involved in order to provide information for it. (Blagoja Georgievski, PhD "Information Management", Skopje 2003). As for the competition on the world markets, it is becoming sharper with the emergence of the global economy.

Therefore, in order for business entities to bear this phenomenon, they need to be more efficient and more flexible as market participants, and thus to implement more powerful information and communication systems, as soon as possible they will come to the timing and the necessary information. Otherwise, in the process of obtaining information, the moment of speed that needs to be processed and to get the information itself, which is of primary importance, to carry accurate and timely and optimal decisions in a very short period of time. (Blagoja Georgievski,

detected and resolved the blanks that would gloss over the performance of the given tasks.

However, what needs to be taken into account is that the procedure for obtaining information and making decisions about it is that information has its own cost, which means that the value of the information covers the costs incurred for its generation, therefore that investing in information in itself brings results that are hardly measurable in contrast to other resources.

PhD "Information Management", Skopje, 2003). However, what means a trend in decision-making and decision-making is that in the modern world there is a shortening of the importance of data which means that in dynamic conditions of management, managers should respond with the same dynamic and skilful management, how to get the most out of your own company.

It can therefore be said that the management that follows the management trends and is guided by the application of scientific methods, models and techniques that are in the scope of business communication becomes successful and strives to maintain that level and achieve even greater success .

In addition to the stated challenges that are determining for building and introducing new data management technologies, other important factors are present in today's business systems as a consequence of the already mentioned trends in the global systems for delivering new frequencies and services, especially in the area of agribusiness. Thus, effectively organized management provides a greater quantum of information in unit time, that is, the same amount of information with lower costs.

This way of managing information contributes to making optimal decisions and better control over the implementation phase. In addition to such trends in the management and use of information, today the business entities use the computer, the Internet and telecommunications, to a large extent as a technical tool, because only by their complete application is fast transmission and access to data and information, fast updating and processing data and information and quick exchange of information, regardless of the geographical position of the business entities.

Classification and ways of managing information in business entities from agribusiness

Basic methods through which a business entity is successfully implemented is the correct management of the information system and their proper targeting. In order for a business entity to function properly the information it has collected for a certain issue in the operation of certain segments of the organizational set-up of the company, leads to the formation and classification of certain information systems, which, depending on the problem that is the

subject of resolution, will provide specific data, information or results for their further resolution or analysis, as this would further contribute to the successful positioning of the business entity on the market.

Since for any business function an appropriate information system can be created, the logistic information system is considered as basic and essential information systems for the functioning of a business entity.

Logistics information systems in agribusiness

What is responsible for the question of the need for a separate logistics system to classify the information in parts of this type of entities, it can be said that it is closely related to the need for the existence of a shadow whole, for the logistics of the business entity in the organizational sense. However, while the existence of the need for logistics is not at all in question, depending on the size of the firm, its activity, type of production, etc., logistical activities will be treated separately from the aspect of the organizational setting and aspect of the information setup.

Because logistical information is essentially very closely related to marketing and production, logistics management will largely rely on the structure and data created for the purpose of the business entity. Otherwise, the creation of special databases for this kind of information would lead to data reduction, their inexhaustibility which would lead to high costs of the cost of this type of information.

On the basis of this the best solution, in any case, with careful analysis, information about the information necessary for the logical activities, which are not present in these subsystems, is obtained, and the already existing database structure is rewarded with new fields that would satisfy these needs. Namely, this

statement is also true for the reports needed for the modification of data on logistic information.

So this solution is good anyway because marketing management and logistics management are interested in information that is based on the same or similar data, but from a completely different aspect. However, the logistic information systems corresponding to one business entity, especially if it deals with the production activity, from a functional and organizational structure are composed of the following four basic information subsystems:

- ordering information systems,
- information systems for materials,
- information systems for ready-made products,
- Information transport systems.

Characteristic in this case is that these subsystems do not function individually, they intensively communicate with one another, and, of course, this also applies to other management managements.

Thus, the main connections of these subsystems of information with the business entities in the agribusiness are presented on Figure 2 (Blagoja Georgievski, PhD, "Information Management", Skopje 2003)

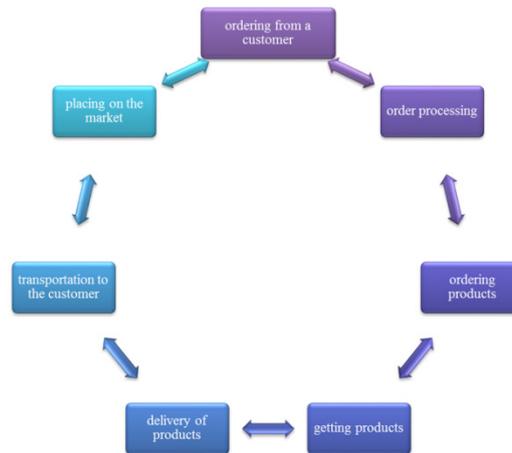


Figure 2. Structure of logistics information systems - interconnections, flow of information and data among business entities in agribusiness.

This way of managing the information enables easy implementation of the connection of the database and information, as well as their availability on the Internet global network, provided with an adequate level of protection of the information itself and data.

Therefore, for the management of a company that is developing within the scope of agribusiness, such ways of information management are of great importance, because such methods of placing information are more competitive than others on the market.

CONCLUDING REMARKS

When making a general overview of the placement of information systems in agribusiness it can be said that it is a concept for the exchange of information between the business entities in the segment of agribusiness and the information that emerges as a need for market demand.

The very fact that such an attitude indicates that it is necessary to pay great attention to the concept of information exchange in business entities, since the main goal of such a system, especially in the agrarian sector, is to collect information from the demand and consumption market and as such process and place them

until their final conversion realization.

In today's modern concept of development of agribusiness, what is lacking in every company as mentioned above is standardized working methods, which requires a managerial person to timely place the information and data in the field of agribusiness on the Internet portal from the company.

Lack of information about a management team in one business entity leads to business failure, therefore quality information exchange and their timely acquisition can lead to success in the business of the business in the area of agribusiness.

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ПОСТАВЕНОСТА НА ИНФОРМАЦИСКИТЕ СИСТЕМИ ВО АГРОБИЗНИСОТ

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Резиме

Во денешно време потребата од навремени информации е од битно значење, особено за деловните субјекти кои функционираат во областа на агробизнисот, а кои се во постојана трка на светскиот пазар за докажување на сопствениот квалитет и услуги што ги нудат.

Затоа мошне е важна организациската поставеност на еден агробизнис, бидејќи само со добра поставеност и тимско работење може да се дојде до квалитетно употребување на собраните информации и податоци во корист на компанијата.

Она што недостасува во однос на начинот на прифаќање, насочување и класифицирање на информациите во агробизнисот е тоа што недостасуваат начините за употреба и презентација на информациите.

Во денешниот современ концепт на развој на агробизнисот она што отсуствува во секоја компанија е тоа што во денешното време на стандардизирани начини на работење е потребно да има лице-презентер кое би имало задача да ги собира сите информации и податоци од областа на агробизнисот да ги класифицира информациите и според приоритет да ги поставува секојдневно таквите информации на интернет порталот од компанијата. Затоа што квалитетната презентација со навремено добиените информации може да доведе до успешно работење на секој деловен субјект во сферата на агробизнисот на економскиот пазар. Токму и суштината на овој труд е да ја прикаже општата функционална поставеност и размена на информации во агробизнисот и како таков да го направи поконкурентен на економскиот пазар.

Клучни зборови: информации, агробизнис, развој, деловни субјекти, менаџмент.