

PRIMENA INFORMACIONIH TEHNOLOGIJA I INTERNETA U SAVREMENOM POSLOVANJU

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Rezime

Stalna težnja za unapređenjem poslovanja i pružanja što kvalitetnije usluge potrošačima uslovljava potrebu za praćenjem i uvođenjem u poslovni proces savremenih tržišnih komunikacija. Obezbeđivanje što kvalitetnije i preciznije komunikacije velika je prednost i osnov uspešnog poslovanja. Ovi savremeni sistemi su pre svega u funkciji potrošača ili korisniku usluga, pa komunikacija postaje osnovno sredstvo za pružanje informacija, utiče na rast profita i obezbeđuje se uspešna poslovna pozicija. Pravovremenim i organizovanim kanalima komunikacije se obezbeđuje ostvarivanje postavljenih ciljeva preduzeća.

Ključne reči: *preduzeće, poslovanje, informacione tehnologije.*

JEL: *O33, O39.*

Uvod

Uspešno ostvarivanje poslovnih ciljeva preduzeća uslovljeno uspešnom komunikacijom kao glavnim pokretačem promena u poslovnom okruženju. Koordiniran i objedinjen sistem komunikacije je pokretač uspeha preduzeća, koji pozitivno utiče na zaposlene i obezbeđuje uspešnu tržišnu poziciju. Ovako uspostavljen sistem komunikacije doprinosi uspešnom informisanju zaposlenih, njihovoj motivaciji za rad i poslovne rezultate u dinamičnom poslovnom okruženju (Asnakew, 2020). Opstanak preduzeća uprkos promenama i trendovima koji se svakodnevno dešavaju postiže se analizom

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tržišta, planiranjem aktivnosti, i definisanjem adekvatne strategije uz adekvatan menadžment.

Sve brži razvoj savremenih informaciono-komunikacionih sistema, brži pristup informacijama, neminovno širenje kao posledica globalizacije uz sve prednosti takvog poslovanja, dovode do neizvesnosti i rizika, što uslovljava potrebu neprestanog praćenja promena (Hennekam & Bennett, 2017). Problemi sa kojima se suočavaju preduzeća u zemljama u razvoju u oblasti informaciono-komunikacionih tehnologija odnosi se na primenu znanja, razmenu iskustva i stalnom unapređenju postojećih znanja. Takođe, kao prepreka uspešnom razvoju i primeni komunikacionih tehnologija doprinosi i nedovoljna sposobnost merenja i procene stanja i rezultata koji se očekuju uvođenjem novih komunikacionih strategija kao i nedovoljno poznavanje javnosti kao težišta svih komunikacijskih strategija.

Savremeno društvo karakteriše prisutnost masovnih medija, jer se način komunikacije u značajnoj meri promenio gde je masovno porasla uloga digitalnih medija. Nedostatak većine zemalja u razvoju u ovoj oblasti je umanjenje značaja adekvatne strategije komuniciranja, neprepoznavanje elemenata poslovne komunikacije, neselektivno korišćenje društvenih mreža, nepreciznost u selekciji i plasmanu informacija (Ilić & Tasić, 2021). Ovaj problem je izražen na primeru korišćenja društvenih mreža radi oglašavanja, bez prvobitne analize ciljne grupe kojoj se plasira neki sadžaj i uočavanje ko čini masu koja ih prati.

Kontinuirano obrazovanje, praćenje promena u oblasti informaciono – komunikacionih tehnologija kao i sopstveno angažovanje doprinose unapređenju postojećeg stanja i poboljšanju rezultata (Finkel, et al., 2017).

Metodologija istraživanja

U toku istraživanja biće korišćen veliki broj različitih naučnih metode. U toku istraživanja, akcentat će biti stavljen na primenu metoda i tehnika koje se u naučnim istraživanjima najčešće koriste za prikupljanje, obradu, analizu i sintezu podataka u oblasti ekonomije. Kombinacijom različitih metodoloških postupaka težiće se ostvarivanju stalnog proveravanja naučne zasnovanosti istraživanja i u njemu postavljenih hipotetičkih stavova.

Opšti naučni metodi će biti korišćen uz uvažavanje posebnih metoda karakterističnih za istraživanje pojava u poslovnim organizacijama. Predmet istraživanja biće istraživan na osnovu zvaničnih podataka iz adekvatnih izvora, stručnih studija, izvornih dokumenata kao i informacije iz naučnih disciplina koje sa različitih aspekata proučavaju svremene uslove poslovanja.

Posebna pažnja biće posvećena primeni metoda operacionih istraživanja u cilju sagledavanja izbora adekvatnog oblika informacionog sistema koji će se koristiti u poslovnom procesu.

Informacione tehnologije u poslovnim organizacijama

Cilj svakog tržišno orijentisanog preduzeća je efikasno i efektivno poslovanje, uz odgovarajući nivo osnovnih ekonomskih pokazatelja, a radi sticanja profita. Promenljivo i nestabilno poslovno okruženje uslovljava neophodnost pronalazjenja načina da se postignu ovi ciljevi. Jedan od načina je i primena savremenih informaciono-komunikacionih tehnologija u svih oblastima poslovanja (Priya et al., 2018). Obavljanje delatnosti preduzeća zasniva se na principima tržišnog delovanja, uvažavajući specifičnosti svake oblasti. Da bi se ostvarili željeni rezultati i pružila kvalitetna usluga neophodna je adekvatna organizacija poslovanja.

U realizaciji poslovnog procesa prisutan je veliki broj informacija koje, je neophodno obraditi i usmeriti na izvršioce. Adekvatan informacioni sistem kreiran u potrebe poslovanja treba da pruži pomoć u oblasti: planiranja i odlučivanja, upravljanje i kontrola poslovanja, nadzora nad finansijskim poslovanjem i menadžmenta ljudskih resursa. Ovakav sistem takođe pomaže menadžmentu preduzeća u sagledavanju kapaciteta sa kojim se raspolaže, kao i praćenje i pregled pruženih usluga (Darnjanović i dr., 2020). Napredne tehnologije obezbeđuju preduzeću rezultate analize potrošača i njihovih navika, kao i osnovnih podataka. Na ovaj način prate se potrebe i želje potrošača što obezbeđuje pravovremeno formiranje adekvatne ponude. Posebno izražen vid primene informaciono-komunikacionih tehnologija jesu web prezentacije, kao najlakši način da se dođe do krajnjih korisnika.

U savremenim uslovima poslovanja obavezna je primena informacionih sistema (Pinter Feješ i dr., 2021). Menadžment svakog preduzeća vrši izbor vrste informacionih tehnologija u skladu sa ciljevima poslovanja, vodeći računa o poslovnim mogućnostima, veličini preduzeća i konkurentnosti preduzeća (Tešić i dr., 2021).

Implementacija savremenih informacionih tehnologija značajno pomaže i pojednostavljuje proces realizacije zadataka, jer su podaci grupisani, olakšano je praćenje poslovanja kao analiza postignutih rezultata. Ovako primenjen sistem olakšava i donošenje poslovnih odluka. Istraživanja sprovedena u različitim oblastima nesumnjivo potvrđuju ove činjenice, jer se čak 60% preduzeća izjasnilo afirmativno u smislu uspešnosti primene informacionih tehnologija, oko 30% se slaže delimično, dok samo 10% smatra da ne treba koristiti savremen informaciono-komunikacione tehnologije (Vickery et al.,

2019). Veoma važna funkcija informacionih sistema u poslovanju preduzeća jeste mogućnost analize finansijskog poslovanja i u skladu sa tim pravovremeno preduzimanje korektivnih akcija. Na ovaj način se dobijaju važni podaci za tekuće poslovanje a na osnovu kojih se kreira plan poslovanja i finansijska sredstva za naredni poslovni period (Mihajlović i dr., 2018).

Transformacije u poslovanju preduzeća

Jedan od važnih oblika informacionih sistema koji se koristi u poslovnim organizacijama je globalni distribicioni sistem. Preduzeća koja su specijalizovana za pružanje određenih vrsta usluga kao što su prevoz, osiguravajuća društva i dr. Koristeći ovaj sistem svoje usluge pružaju potrošačima radi zadovoljenja njihovih potreba.

Globalni distribicioni sistem je posebno prisutan u oblasti pružanja usluga. Poseban značaj ovog sistema je u aviosaobraćaju, oblasti hotelijerstva i osiguranja. Preduzeća u ovim oblastima koristeći ovakav sistem mnogo efikasnije pružaju usluge potrošačima uz značajno niže troškove (Tešić, 2018).

Preduzeća su motivisana da koriste globalni distribicioni sistem, zbog činjenice da se na ovaj način obezbeđuje značajna ponuda. Ovim sistemom upravlja preduzeće, a potrošačima je putem aplikacija obezbeđen pristup radi korišćenja usluge (Bujor & Avasilcai, 2014). Ovakav način poslovanja, uz korišćenje savremenih tehnologija obezbeđuje smanjenje troškova poslovanja i automatizaciju čitavog procesa pružanja usluga. Značajni benefiti se obezbeđuju i u pogledu povećanja produktivnosti rada zaposlenih koji koriste ovaj sistem.

Međutim, u savremenom poslovnom okruženju, svakodnevni tehnološki napredak dovodi do prevazilaženja nekih sistema, jer vremenom njihovo korišćenje uslovljava rast troškova (Hanafizadeh, et al., 2014). Sve veći uticaj Interneta i drugih web sadržaja dovodi do promene u načinu obavljanja poslovnih aktivnosti većine subjekata. Mogućnost realizacije većine usluga elektronskim putem dovodi do promene uloge poslovnih subjekata. Usled ovakvih promena preduzeća pokazuju tendenciju da sve manje ulažu u globalne distribicione sisteme i da uspostavljaju direktan kontakt sa potrošačima zbog drastičnog povećanja troškova.

U ovakvim tržišnim uslovima, poslovne organizacije se okreću alternativnim načinima distribucije kako bi povećali ekonomičnost (Koprivica, 2021). Na taj način načini poslovne organizacije koriste druge elemente marketing miksa, kojima uspostavljaju kontakt sa potrošačima (Taghi & Monjezi, 2017). To omogućava značajni stepen fleksibilnosti i olakšava pristup podacima koji su neophodni potrošačima za donošenje odluke o kupovini.

Većina savremenih kompanija izbegava korišćenje globalnih distribucionih sistema zbog povećanja troškova distribucije, jer pojavom novih elektronskih posrednika izbegavaju se troškovi korišćenja globalnih distribucionih sistema što dovodi do smanjenja provizija koje su preduzeća plaćala (Jestrović & Jovanović, 2022).

Pojava Interneta omogućila je poslovnim subjektima da uklone barijere i stvore nove poslovne poduhvate, jer je to alat u direktnoj distribuciji proizvoda i usluga. Na ovaj način potrošači štede vreme, novac i imaju mogućnost da donesu pravovremene i promišljene odluke. Uticaj korišćenja interneta u distribuciji evidentan je u poslovanju što je doprinelo redefiniciji klasičnih sistema distribucije informacija.

Savremene informacione tehnologije omogućavaju krajnjim potrošačima da budu pravovremeno informisani, što obezbeđuje direktnu vezu sa prodavcem usluga i mnogo lakšoj kupovini proizvoda ili usluge (Stanković & Milenković, 2018). Na osnovu informacija dobijenih savremenim elektronskim sistemima ostvaruje se direktno kontrolisanje kretanja ponude i tražnje u nekoj tržišnoj niši. Na ovaj način se zadovoljavaju potrebe i navike potrošača, što u značajnoj meri utiče na poboljšanje tržišne pozicije.

Izbor adekvatnog oblika informacionog sistema za potrebe poslovnog procesa

Primenom postupka AHP metode može se realizovati izbor odgovarajućeg oblika informacionog sistema koji će se koristiti za potrebe realizacije poslovnih procesa. Analizirani informacioni sistemi trebaju da doprinesu ispunjavanju zahteva korisnika i da budu dostupni svim korisnicima kada je to neophodno, kao i da se ostvaruju integracije između podsistema informacionog sistema i integracije informacionog i poslovnog sistema. Kriterijumi od kojih se polazi u istraživanju su prikazani u Tabeli 1.

Tabela 1: Kriterijumi za izbor optimalnog informacionog sistema (obračun autora)

R.b.	Oznaka kriterijuma	Opis kriterijuma
1.	K ₁	Troškovi primene informacionog sistema
2.	K ₂	Usklađenost ciljeva postojanja i razvoja informacionog sistema i poslovnog sistema, poštujući osnovne ekonomske principe – produktivnost, ekonomičnost, principe – produktivnost, ekonomičnost, rentabilnost.
3.	K ₃	Jedinstvenost i pristupačnost za sve korisnike informacionog sistema
4.	K ₄	Šigurnost u podršci funkcije odlučivanja kao osnovnom pokazatelju efikasnosti informacionog sistema.

Primenom Delfi metode izvršeno je vrednovanje kriterijuma i određene su njihove relativne težine:

K_1 – troškovi (0,30),

K_2 – usklađenost(0,20),

K_3 – jedinstvenost i pristupačnost (0,20) i

K_4 - sigurnost (0,30).

Na ovaj način je dobijena matrica odlučivanja u tabeli 2:

Tabela 2: Matrica odlučivanja

Alternative	Kriterijumi			
	Troškovi	Usklađenost	Jedinstvenost i pristupačnost	Sigurnost
Kategorija 1	7	delimična	dobra	delimična
Kategorija 2	5	delimična	velika	slaba
Kategorija 3	7	potpuna	zadovoljavajuća	velika

Sada je izvršena kvantifikacija navedene matrice primenom Saaty-jeve skale (Liébana-Cabanillas, et al., 2017) čime je dobijena matrica prikazana u tabeli 3:

Tabela 3: Kvantifikovana matrica

Alternative	Kriterijumi			
	Troškovi	Usklađenost	Jedinstvenost i pristupačnost	Sigurnost
Kategorija 1	8	6	7	7
Kategorija 2	7	6	8	6
Kategorija 3	8	8	5	8

Sledeći bitan korak je određivanje relativnih težina kriterijuma, odnosno značajnosti kriterijuma (Radojičić i dr., 2013). Satyjeva skala je delimično linearna, u delu celih brojeva od 1 do 9(Suhartanto et al., 2020). Pošto je skala relaciona, poređenje bilo koja dva elementa proizvodi dva broja u matrici.

Tabela 4: Procena relativnih težina kriterijuma (obračun autora)

Kriterijumi	Troškovi	Usklađenost	Jedinstvenost i pristupačnost	Sigurnost
Troškovi	1	5	5	3
Usklađenost	(5)	1	3	(5)
Jedinstvenost i pristupačnost	(5)	(3)	1	(5)
Sigurnost	(3)	5	5	1
Σ	1,644	10,536	14	4,4

Tabela 5: Računanje sopstvenog vektora odgovarajućih sopstvenih vrednosti

Kriterijumi	Troškovi	Usklađenost	Jedinstvenost i pristupačnost	Sigurnost	Σ	$W(\Sigma/4)$
Troškovi	0,577	0,441	0,357	0,681	2,056	0,514
Usklađenost	0,115	0,088	0,214	0,045	0,462	0,115
Jedinstvenost i pristupačnost	0,115	0,029	0,071	0,045	0,260	0,065
Sigurnost	0,192	0,441	0,357	0,227	1,217	0,304

Ovi rezultati dobijeni procenom relativnih težina kriterijuma treba da posluže poređenju alternativa koje se uzimaju u razmatranje, odnosno tri vrste informacionih sistema.

Tabela 6: Računanje sopstvenog vektora odgovarajućih sopstvenih vrednosti (troškovi)

Alternative	Kategorija 1	Kategorija 2	Kategorija 3	Σ	$W(\Sigma/3)$
Kategorija 1	2	(4)	(4)	0,349	0,116
Kategorija 2	5	1	(4)	0,873	0,291
Kategorija 3	4	2	2	1,557	0,519

Tabela 7: Računanje sopstvenog vektora odgovarajućih sopstvenih vrednosti (usklađenost)

Alternative	Kategorija 1	Kategorija 2	Kategorija 3	Σ	$W(\Sigma/3)$
Kategorija 1	2	3	(5)	0,623	0,207
Kategorija 2	(3)	2	(5)	0,387	0,129
Kategorija 3	5	5	2	1,185	0,395

Tabela 8: Računanje sopstvenog vektora odgovarajućih sopstvenih vrednosti (Jedinstvenost i pristupačnost)

Alternative	Kategorija 1	Kategorija 2	Kategorija 3	Σ	$W(\Sigma/3)$
Kategorija 1	2	(4)	2	0,689	0,229
Kategorija 2	4	2	4	1,835	0,611
Kategorija 3	(4)	(5)	1	0,299	0,099

Tabela 9: Računanje sopstvenog vektora odgovarajućih sopstvenih vrednosti (sigurnost)

Alternative	Kategorija 1	Kategorija 2	Kategorija 3	Σ	$W(\Sigma/3)$
Kategorija 1	2	(5)	(4)	0,322	0,107
Kategorija 2	5	2	4	1,912	0,637
Kategorija 3	4	(4)	2	0,733	0,244

Realizacijom poređenja težina u parovima za svaku alternativu dobijene su vrednosti svakog pojedinačnog sopstvenog vektora (Sudharsan & Ezhilmaran, 2016). Na taj način su dobijene težine svake alternative važne za određivanje rešenja problema.

Tabela 10: Izbor optimalnog oblika informacionog sistema

	Troškovi	Usklađenost	Jedinstvenost i pristupačnost	Sigurnost	Ukupni prioriteti alternativa
	0,514	0,115	0,065	0,304	
Kategorija 1	0,116	0,207	0,229	0,107	0,128
Kategorija 2	0,291	0,129	0,611	0,637	0,413
Kategorija 3	0,519	0,395	0,099	0,244	0,459

Iz table 10 može se zaključiti da nakon sprovođenja postupka AHP metode, u istraživanju, redosled alternativa bi bio sledeći: "Kategorija 1" (13%), "Kategorija 2" (42%), "Kategorija 3" (45%), iz čega se vidi da u odnosu na zadate kriterijume "Kategorija 3" imaju najveću vrednost.

Zaključak

Poslovanje preduzeća u savremenim tržišnim uslovima je složen proces koji podrazumeva primenu savremenih informacionih tehnologija u svakodnevnom obavljanju poslovnih procesa. Primenom ovih tehnologija povećava se produktivnost i ekonomičnost poslovanja, podiže svest o važnosti kontrola poslovanja i unapređuje čitav poslovni ambijent.

Savremeno poslovanje preduzeća je nemoguće bez primene informacionih sistema zbog prednosti koje se uočavaju u brzini dobijanja neophodnih informacija, uštedama prilikom realizacije poslovnog procesa i mogućnosti kreiranja mnogobrojnih izveštaja za sve nivoe menadžmenta.

Tržišni uslovi poslovanja i upotreba web tehnologija dovode do smanjenja značaja postojećih globalnih distribucionih sistema usled samnjene troškova i brzine realizacije tražene aktivnosti. Preduzeća transformišući postojeće načine poslovanja i uvažavajući prednosti savremenih informacionih tehnologija stiču značajno bolju tržišnu poziciju.

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APPLICATION OF INFORMATION TECHNOLOGIES AND THE INTERNET IN MODERN BUSINESS

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Review paper

Abstract

The constant pursuit of business improvement and the provision of the highest quality service to consumers requires the monitoring and introduction of modern market communications into the business process. Ensuring quality and more precise communications a big is advantage and basis he succeeded of business. These modern systems are primarily in the function of consumers or to the user service, then communication becomes basic agent For providing information, influence on the growth profit and provides se succeeded business position. Timely and organized channels communication se provides realization placed goals company.

Keywords: *enterprise, business, information technologies.*

JEL: *O33, O39.*

Introduction

Successfully realization business goals company conditionally succeeded communication like the main one of movement change in business environment. A coordinated and unified communication system is the driving force behind the company's success, which has a positive effect on employees and ensures a successful market position. The communication system established in this way contributes to the successful informing of employees, their motivation for work and business results in a dynamic business environment (Asnakew, 2020). Company survival despite changes and trends which one se daily they are happening will achieve se analysis market, by planning activities, and by defining an adequate strategy along with adequate management.

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All no development modern ones information - communication system, no access information, inevitable expansion like consequence globalization along with all advantages like that of business, they bring to the uncertainties and risk, what? conditions need continuous monitoring change (Hennekam & Bennett, 2017). The problems faced by companies in developing countries in the field of information and communication technologies relate to the application of knowledge, the exchange of experience and the constant improvement of existing knowledge. Insufficient ability also contributes as an obstacle to the successful development and application of communication technologies measurements and estimates condition and results which one se they are waiting introduction new ones communication strategy as well as insufficient familiarity public like it 's hard of all communication strategy.

Contemporary society is characterized by the presence of mass media, because the way of communication has changed to a significant extent, where the role of digital media has grown massively. The lack of most developing countries in this area is the reduction of the importance of an adequate communication strategy, failure to recognize the elements of business communication, indiscriminate use of social networks, inaccuracy in the selection and placement of information (Ili ć & Tasi ć, 2021). This problem is expressed on the example of using social networks for advertising, without an initial analysis of the target group to which some content is being marketed and seeing who makes up the mass following them.

Continuous education, monitoring of changes in the field of information and communication technologies as well as personal engagement contribute to the improvement of the current situation and improvement of results (Finkel, et al., 2017).

Research methodology

In the course of the research it will be a large number of different scientific methods were used. U flow research, emphasis to be placed on the application method and technique who is se they are most often used in scientific research For collection, processing, analysis and synthesis data in areas of economics. Through the combination of different methodological procedures, we will strive to achieve constant verification science the basis of the research i in n him of hypothetical positions.

Oh well scientific methods will be used with respect for special methods characteristic for researching phenomena in business organizations. Subject research it will be investigated on the basis official data from adequate, professional sources study, original documents like and information from

scientific discipline who is with different aspects they study the current business conditions.

Special attention will be paid to the application of operational research methods in order to assess the choice of an adequate form of information system that will be used in the business process.

Information technologies in business organizations

The goal of every market-oriented company is efficient and effective business, with an appropriate level of basic economic indicators, and in order to gain profit. The changing and unstable business environment makes it necessary to find ways to achieve these goals. One of the ways is the application of modern information and communication technologies in all areas of business (Priya et al., 2018). The performance of the company's activities is based on the principles of market activity, respecting the specificities of each area. In order to achieve the desired results and provide quality service, an adequate business organization is necessary.

In the implementation of the business process, there is a large amount of information that must be processed and directed to the executors. An adequate information system created for business needs should provide assistance in the areas of: planning and decision-making, business management and control, supervision of financial operations and human resources management. This kind of system also helps the management of the company in assessing the capacity at its disposal, as well as monitoring and reviewing the services provided (Damnjanovi ć et al., 2020). Advanced technologies provide the company with the results of analysis of consumers and their habits, as well as basic data. In this way, the needs and wishes of consumers are monitored, which ensures the timely formation of an adequate offer. A particularly pronounced type of application of information and communication technologies are web presentations, as the easiest way to reach end users.

In modern business conditions, the application of information systems is mandatory (Pinter Feješ et al., 2021). The management of each company makes the choice of the type of information technology in accordance with the goals of the business, taking into account the business opportunities, the size of the company and the competitiveness of the company (Tešić et al., 2021).

The implementation of modern information technologies significantly helps and simplifies the process of task realization, because the data is grouped, it is easier to monitor the business as an analysis of the achieved results. The system applied in this way facilitates the making of business decisions. Researches conducted in various fields undoubtedly confirm these facts,

because as many as 60% of companies stated affirmatively in terms of the success of the application of information technologies, about 30% partially agree, while only 10% believe that modern information and communication technologies should not be used (Vickery et al., 2019). A very important function of information systems in the company's operations is the ability to analyze financial operations and accordingly take corrective actions in a timely manner. In this way, important data for the current business is obtained, on the basis of which the business plan and financial resources for the next business period are created (Mihajlović et al., 2018).

Transformations in the company's operations

One of the important forms of information systems used in business organizations is the global distribution system. Companies that specialize in providing certain types of services such as transportation, insurance companies, etc. Using this system, they provide their services to consumers in order to satisfy their needs.

The global distribution system is particularly present in the field of service provision. The special importance of this system is in air traffic, hotel industry and insurance. Companies in these areas using this kind of system provide services to consumers much more efficiently at significantly lower costs (Tešić, 2018).

Companies are motivated to use a global distribution system, due to the fact that this way provides a significant supply. This system is managed by the company, and consumers are provided with access to use the service through applications (Bujor & Avasilcai, 2014). This way of doing business, along with the use of modern technologies, ensures the reduction of business costs and the automation of the entire process of providing services. Significant benefits are provided in terms of increasing the productivity of employees who use this system.

However, in the modern business environment, everyday technological progress leads to the overcoming of some systems, because over time their use leads to an increase in costs (Hanafizadeh, et al., 2014). The growing influence of the Internet and other web content is leading to a change in the way most entities conduct business activities. The possibility of implementing most services electronically leads to a change in the role of business entities. As a result of such changes, companies show a tendency to invest less and less in global distribution systems and to establish direct contact with consumers due to a drastic increase in costs.

In such market conditions, business organizations are turning to alternative means of distribution to increase economy (Koprivica, 2021). In this way, business organization methods use other elements of the marketing mix, with which they establish contact with consumers (Taghi & Monjezi, 2017). This allows for a significant degree of flexibility and facilitates access to the data that consumers need to make purchasing decisions.

Most modern companies avoid using global distribution systems due to the increase in distribution costs, because the emergence of new electronic intermediaries avoids the costs of using global distribution systems, which leads to a reduction in the commissions paid by companies (Jestrović & Jovanović, 2022).

The emergence of the Internet has enabled business entities to remove barriers and create new business ventures, as it is a tool in the direct distribution of products and services. In this way, consumers save time and money and have the opportunity to make timely and thoughtful decisions. The influence of the use of the Internet in distribution is evident in business, which contributed to the redefinition of classic information distribution systems.

Modern information technologies allow end consumers to be informed in a timely manner, which ensures a direct connection with the seller of services and a much easier purchase of a product or service (Stanković & Milenković, 2018). On the basis of information obtained by modern electronic systems, the movement of supply and demand in a market niche is directly controlled. In this way, the needs and habits of consumers are satisfied, which significantly affects the improvement of the market position.

Selection of an adequate form of information system for the needs of the business process

By applying the AHP method, it is possible to choose the appropriate form of information system that will be used for the purposes of implementing business processes. The analyzed information systems should contribute to the fulfillment of user requirements and be available to all users when necessary, as well as to achieve integration between subsystems of the information system and integration of information and business systems. The criteria used in the research are shown in Table 1.

Table 1: Criteria for choosing the optimal information system (author's calculation)

Rb	Label criteria	Description of criteria
1.	K_1	Costs of information system implementation

2.	K ₂	Alignment of the goals of the existence and development of the information system and business system, respecting the basic economic principles - productivity, economy, principles - productivity, economy, profitability.
3.	K ₃	Uniqueness and accessibility for all users of the information system
4.	K ₄	Security in support of the decision-making function as a basic indicator of the efficiency of the information system.

Using the Delphi method, the criteria were evaluated and their relative weights were determined:

K₁ – costs (0.30),

K₂ – compliance (0.20),

K₃ – uniqueness and accessibility (0.20) i

K₄ - security (0.30).

In this way, the decision matrix in table 2 was obtained:

Table 2: Decision matrix

Alternatives	Eligibility criteria			
	Costs	Compatibility	Uniqueness and affordability	Security
Category 1	7	partial	good	partial
Category 2	5	partial	a big	weak
Category 3	7	complete	satisfactory	a big

Now the quantification of the mentioned matrix was carried out using Saaty's scale (Liébana- Cabanillas, et al., 2017), which resulted in the matrix shown in table 3:

Table 3: Quantified matrix

Alternatives	Eligibility criteria			
	Costs	Compatibility	Uniqueness and affordability	Security
Category 1	8	6	7	7
Category 2	7	6	8	6
Category 3	8	8	5	8

The next important step is determining the relative weights of the criteria, that is, the significance of the criteria (Radojčić et al., 2013). Sati's scale is partly linear, in the part of whole numbers from 1 to 9 (Suhartanto et al., 2020). Since the scale is relational, comparing any two elements produces two numbers in the matrix.

Table 4: Assessment relative weight criteria (calc author)

Eligibility criteria	Costs	Compatibility	Uniqueness and affordability	Security
Costs	1	5	5	3
Compatibility	(5)	1	3	(5)
Uniqueness and affordability	(5)	(3)	1	(5)
Security	(3)	5	5	1
Σ	1, 644	10, 536	14	4,4

Table 5: Calculation own vector I will answer them own values

Eligibility criteria	Costs	Compatibility	Uniqueness and affordability	Security	Σ	$W(\Sigma/4)$
Costs	0.577	0.441	0.357	0.681	2.0 56	0.514
Compatibility	0.115	0.088	0.214	0.045	0.462	0.115
Uniqueness and affordability	0.115	0.029	0.071	0.045	0.260	0.065
Security	0.192	0.441	0.357	0.227	1,217	0.304

These results obtained by evaluating the relative weights of the criteria should serve to compare the alternatives that are taken into consideration, that is, three types of information systems.

Table 6: Calculation of the eigenvector of the corresponding eigenvalues (costs)

Alternatives	Category 1	Category 2	Category 3	Σ	$W(\Sigma/3)$
Category 1	2	(4)	(4)	0.3 49	0.11 6
Category 2	5	1	(4)	0, 87 3	0, 291
Category 3	4	2	2	1, 55 7	0.5 1 9

Table 7: Calculation of the eigenvector of the corresponding eigenvalues (compliance)

Alternatives	Category 1	Category 2	Category 3	Σ	$W(\Sigma/3)$
Category 1	2	3	(5)	0, 623	0.2 07
Category 2	(3)	2	(5)	0.3	0.1 29

				87	
Category 3	5	5	2	1.185	0,395

Table 8: Computation of the eigenvector of the corresponding eigenvalues (Uniqueness and accessibility)

Alternatives	Category 1	Category 2	Category 3	Σ	$W(\Sigma/3)$
Category 1	2	(4)	2	0,689	0,229
Category 2	4	2	4	1.835	0.611
Category 3	(4)	(5)	1	0,299	0.099

Table 9: Calculation of the eigenvector of the corresponding eigenvalues (security)

Alternatives	Category 1	Category 2	Category 3	Σ	$W(\Sigma/3)$
Category 1	2	(5)	(4)	0.322	0.107
Category 2	5	2	4	1,912	0.637
Category 3	4	(4)	2	0.733	0.244

By comparing the weights in pairs for each alternative, the values of each individual eigenvector were obtained (Sudharsan & Ezhilmaran, 2016). In this way, the obtained weights of each alternative are important for determining the solution of the problem.

Table 10: Selection of the optimal form of the information system

	Costs	Compatibility	Uniqueness and affordability	Security	Overall priorities of the alternatives
	0.514	0.115	0.065	0.304	
Category 1	0.116	0.207	0,229	0.107	0.128
Category 2	0,291	0.129	0,611	0.637	0.413
Category 3	0.519	0,395	0.099	0.244	0.459

From Table 10, it can be concluded that after the implementation of the AHP method, in the research, the order of alternatives would be as follows: "Category 1" (13%), "Category 2" (42%), "Category 3" (45%), from which shows that in relation to the given criteria "Category 3" have the highest value.

Conclusion

The operation of a company in modern market conditions is a complex process that involves the application of modern information technologies in the daily performance of business processes. The application of these technologies increases the productivity and economy of business, raises awareness of the importance of business controls and improves the entire business environment.

Modern business operations of companies are impossible without the application of information systems due to the advantages that can be seen in the speed of obtaining the necessary information, savings during the implementation of the business process and the possibility of creating numerous reports for all levels of management.

Market conditions of business and the use of web technologies lead to a decrease in the importance of existing global distribution systems due to a decrease in costs and the speed of realization of the requested activity. By transforming existing ways of doing business and recognizing the advantages of modern information technologies, companies gain a significantly better market position.

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