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SOLVING ECONOMIC PROBLEMS USING INFORMATION SYSTEMS

Koshlyakov Ya.Yu.

3rd year undergraduate student Kuban State Agrarian University Russia, Krasnodar Davtyan D.K. 3rd year undergraduate student Kuban State Agrarian University Russia, Krasnodar Kosnikov S. N. Candidate of Economic Sciences, Associate Professor Federal State Budgetary Educational Institution of Higher Education «Kuban State

Agrarian University named after I. T. Trubilin»

Russia, Krasnodar

ABSTRACT: The development of technology and economics are inextricably linked, since each of these areas complements each other. On the one hand, technology is a key driver of economic growth, providing organizations with tools to improve efficiency. On the other hand, a stable economy creates conditions for the implementation of innovations, directing financial resources to the development of new solutions. This article examines the importance of information systems (IS) for solving current economic problems at the macroeconomic and microeconomic levels. Particular attention is paid to ERP, CRM and BI technologies, which affect development in the field of business, market forecasting and resource management. Specific examples of the use of IS in commercial activities are given, on the basis of which the conclusions of the study were formulated.

KEYWORDS: Information systems, ERP, CRM, BI, economic problem, microeconomics, macroeconomics.

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Information about the author

KOSHLYAKOV Yaroslav Yurievich, bachelor's degree, Kuban State Agrarian University, Krasnodar, Russia.

DAVTYAN David Karenovich, bachelor's degree, Kuban State Agrarian University, Krasnodar, Russia.

KOSNIKOV Sergey Nikolaevich, Candidate of Economic Sciences, Associate Professor of the Federal State Budgetary Educational Institution of Higher Education «Kuban State Agrarian University named after I. T. Trubilin», Krasnodar, Russia. snkosnikov@gmail.com