

## KNOWLEDGE AND INFORMATION MANAGEMENT DUAL MODEL DESIGNING FOR THE PURPOSE OF ENTERPRISE'S HUMAN CAPITAL DEVELOPMENT

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The article deals with the basic stages of organizational-administrative systems of industrial production. The developed knowledge and information management dual model, based on enterprise representation as dynamic system with feedback is offered.

In classical management there is a big variety of management methods and their classifications. Mostly, the wide circulation was received by classification of management methods depending on their maintenance, an orientation and the organizational form that reflects administrative, economic and social influence on an operated subsystem.

Today there are modern management methods based on synthesis of various approaches to both interdisciplinary knowledge and focused on management by difficult systems among which it is possible to allocate nonlinear management, the theory of accidents, adaptive management, construction optimum robust regulators, game methods in management, intellectual management, imitating modeling, etc.

Distinctive features of the majority of the specified management methods consist in the fact that the most part of them is based on wide application of the information technology, which allows considerably raising efficiency, speed of decision-making, reducing expenses for the implementation. Management of the industrial enterprises is necessary for carrying out on the basis of the complex approach, with use of the integrated control systems.

The step in the organization of productive and economic systems is power- and the resource-saving manufacture, the permanent innovative process based on initiation. The backbone factor of industrial systems innovative potential development is the human capital creating unique organizational competence, which provides competitive advantages of the enter-

prise. In many respects competitive advantages are reached on the basis of effective administrative decisions.

In particular, one of the most adequate approaches to understanding processes of industrial enterprises functioning is industrial dynamics of J. Forrester, created in 50-60th of the XX century, grown out of scientific researches in the field of military systems designing. According to the concept of industrial dynamics it is possible to present the industrial enterprises as dynamic systems with feedback in which interaction between elements is carried out by means of information streams.

The theory of the dual organization and management of productive and economic systems can be used as a methodological basis in the process of research of the general laws of industrial enterprises functioning.

On the basis of A.I. Subetto, N.A. Seleznevoj's research works we develop dual model of management by knowledge and the information for the purpose of development of the human capital, based on enterprise representation as dynamic system with feedback. It is offered to use a principle of dual management with reference to processes of the enterprise functioning through parameters of resource maintenance, which by means of combinatory activity will be transformed in organizational competence for the purpose of innovations implementation.

Competitive advantages of the enterprise in the market in many respects depend on quality of produced production which, in turn, is determined by quality of the processes creating

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given production. In this connection, according to the international standards ISO 9001:2000 - monitoring and measurement of quality of production and processes (item 8.2) carrying out is provided. The data obtained during monitoring is processed, systematized and are a basis for implementation of a control system by resources of the industrial enterprise.

Thus, the developed control system of resources of an industrial enterprise, constructed on the basis of the dual theory and a principle of dynam-

ic systems feedback, consists in a general view interrelation and interconditionality of processes of designing (development) and innovations introduction (functioning) at the enterprises, and also interaction with environment and channels of reaction to the requirements arriving from the outside. The similar approach will allow synthesizing innovations that in due course will lead to implementation of strategy of advancing development - the proactive strategy based on permanent process of initiation and introduction of innovations.

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