Urgency of the research. In terms of global economic challenges, the information society and the role of ICT important task is the implementation of information management capacity in strategic enterprise adaptation and this caused urgency of research in this area.

Actual scientific researches and issues analysis. Question enterprise adaptation to changes in the competitive environment are the focus of many leading scientists and economists N. V. Biloshkurskoyi, L. Yu. Stepanova, O. I. Garafonovoyi. The question of the nature and structure of information potential investigated A. S. Fedoninym, S. M. Ilyashenki, I. M. Teslenok, V. M. Kuzomko, P. V. Cruz. Uninvestigated parts of general matters defining. The necessity of study of and level of implementation of information management capacity in strategic enterprise adaptation.

The research objective. Development of scientific and methodical approach to implementation of information management capacity in strategic adaptation of the company, which, unlike the existing ones, will ensure the efficiency of business in modern conditions dysfunctions social and economic institutions.

The statement of basic materials. Implementation of enterprise information potential effective in circumstances where the company is strategically adapted. This leads to the creation of databases, data sets and knowledge that would satisfy the mechanisms and methods of doing business, ensuring its social orientation, benefit owners and society.

Conclusions. Efficient business activity in the market depends on the ability to adapt, to form "protective mechanisms" and hold strong positions in the business environment. Support to this is the creation of optimal structure information capacity and its incorporation in the strategic management of enterprise adaptation. Depending on the level of adaptation options and information capacity, speed and predictability of changes in the market the company chooses an appropriate strategy and adapted behaviors.

Keywords: information potential adaptation; adaptation strategic management; business performance.

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Urgency of the research. In the context of global multi-vector economic challenges, information innovation is a key feature of successful enterprises activities operating on the basis of service and client-oriented management. Informatization of society and strengthening of the role of communication technologies in business processes have formed a global information space that provides effective interaction of data consumers, free access to global resources and satisfaction of information products and services needs. Scientists and economists-practitioners realize that the development of the IT market creates the basis for a new open economy, and the implementation of information capacity will increase the adaptive capacity of enterprises.

Target setting. The article is aimed at justifying the role of information potential in ensuring strategic adaptability of enterprises under conditions of socio-economic institutions dysfunctions.

Actual scientific researches and issues analysis. Virtually all business processes without exception need information support. To date, information resources have received strategic status in a socially-oriented economy, the transition to which is the main vector of Ukrainian reforms and the object of research of scientists. Most of them focus attention also because the information potential is a necessary and constantly effective condition for the functioning of modern enterprises under conditions of socio-economic institutions’ transformation. The need to form and realize the information potential in managing the adaptation of enterprises to certain conditions is obvious. However, studies on the issue of adapting enterprises to the turbulent conditions of the user’s environment are done in the context of adaptation evolution study, the formation of ways to prevent bankruptcy, influence the market situation, build models of rapid advancing of competitors and search for resources [1-4]. Nevertheless, paying tribute to the theoretical and practical value of previous scientific achievements, it is necessary to determine the need to study the status and level of implementation of information potential in managing enterprise strategic adaptation.

The research objective. The objective of the paper is the development of scientific and methodical approach to the implementation of the information potential in enterprise strategic adaptation management, which, unlike the existing ones, will allow ensuring the effectiveness of business under current conditions of dysfunctions of socio-economic institutions.

The statement of basic materials. The global nature of the introduction of information and communication technologies simplifies data transfer and ensures rapid decision-making by enterprise managers. Acceptance of effective managerial decisions is impossible without using relevant information from the study of the state, structure and development of criteria for assessing the enterprise information potential. The content of the concept of formation and accumulation of enterprise information potential is that the databases should be optimally structured taking into account the information needs and agreed strategic goals of the enterprise development with business location. The structure of enterprise information potential depends on such factors as the type of economic activity, enterprise size, level of organizational culture, production technology, marketing system, introduction of innovations, management style, and staff qualification.

The information potential is defined by O. S. Fedonin, I. P. Repin and O. I. Oleksiuk as a combination of “organizational, technical and information potentials that ensure the preparation and adoption of management decisions and affect the nature (specificity) of production through collection, storage (accumulation ), Processing and dissemination of information resources” [5, p. 19]. I. V. Sidorenko under considers information potential “a combination of means, methods and conditions that allow using information resources” [6, p. 199]. Iliashenko interprets the information potential as “a set of information resources and capabilities for their implementation, ensuring the conditions for its sustainable development in the market on the basis of generation, accumulation and use of knowledge” [7]. They also noted that an important aspect of the effective formation and implementation of the information potential in enterprise strategic management is its structuring, so it will be expedient to determine the components of the information potential and to identify the communication links between them. He singles out the components of the information potential: knowledge, experience, staff competencies, the level of corporate culture, internal channels of communication and the socio-psychological climate in the team; Normative and technological documentation and intangible assets (copyright certificates, patents, trademarks, know-how,
trademarks, certificates of compliance with quality standards and environmental safety requirements, etc.; High technology products (industrial designs, innovative products, services, technologies); Information systems and technologies (means of data transmission and communication, information, software, technical and other support of IT systems); Information communications (economic information, links with economic counterparts, contact audiences, image, reputation capital).

A personal vision of the information potential structure was proposed by I. M. Teslenok and N. O. Kucherenko, who singled out such components as: information resources; personnel; computer information systems [8, p. 126].

P. Krush and N. O. Zelenska maintains that the information potential consists conditionally of the resource part (without which the existence of the potential is impossible) and the possibilities for using these resources. The resource part includes computer systems containing physical memory, peripheral equipment and telephone lines, software products. The possibilities of using these resources are as follows: the creation, preservation and accumulation of information data, the possibilities of data transmission, the possibilities of data processing, the possibilities of data protection [9, c. 47].

It is important to note that under the conditions of transition from commodity-industrial to informational cognitive-creative and service economy, the information potential becomes a significant factor in ensuring enterprise adaptation to a dynamic market environment. Realization of enterprise information potential is effective when the enterprise is strategically adapted. This predetermines the creation of information bases, data banks and arrays of knowledge that would satisfy the methods and mechanisms of doing business ensure its social orientation, benefit owners and society. According to [10], in the interpretation of the authors, a graphical interpretation of the realization of the information potential in managing enterprise strategic adaptation is presented in Fig. 1.

![Fig. 1. Realization of information potential in enterprise strategic adaptation management](image)

**Conclusions.** To sum up, we can conclude that the productive activity of enterprises in the market depends on the ability to adapt, to form "protective mechanisms" and to maintain a stable position in the business environment. Substantial support in this is the formation of an optimal structure of the information potential and its incorporation into the system of enterprises strategic adaptation management. Depending on the level of adaptation and the parameters of information potential, strength, speed and predictability of changes in the market, the company chooses the appropriate strategy and adapted the behaviour models.

**References**


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