proeqtebis marTvis da biznes sferos funqcionirebis efeqtianobisaTvis sainformacio teqnologiebis roli da momavali perspeqtivebi

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mudmivad viTardeba sainformacio teqnologiebi, rac amartivebs biznesis funqcionirebas, saukeTeso biznes proeqtebis SerCevas da ganxorcielebas. Tanamedrove kompaniebi ukve iyeneben „maikrosofTis" licenzirebul Rrublovan teqnologiebs, rac revoluciuri ganviTarebaa IT teqnologiaSi. dRes verc erTi sfero gverds ver auvlis maT. es ukanaskneli saSualebas iZleva srulyofilad moxdes saWiro informaciis da monacemebis Segroveba da damuSaveba rTuli maCveneblebis gamosaangariSeblad, raTa nakleb droSi da naklebi danaxarjebiT SesaZlebeli gaxdes saukeTeso proeqtebis SerCeva. aseve aRsaniSnavia, rom maikrosofTis da guglis licenzirebuli Rrublovani teqnologiebi saSualebas aZlevs kompaniebs operatiuli informacia ganaTavson 2 kontinentze gadazRveul dacul Rrublovan sacavSi, rac mkveTrad amcirebs marTvasTan dakavSirebul xarjebs da kompaniebs meti dro rCebaT biznesis ganviTarebisaTvis.

sakvanZo sityvebi: biznes proeqtebi, sainformacio teqnologiebi, Rrublovani teqnologiebi, auTsorsingi.

Sesavali

qveynis ekonomikuri aRmavlobis, cxovrebis donis gaumjobesebis aucilebeli pirobaa biznesis ganviTareba. biznesma unda uzrunvelyos dasaqmeba da itvirTos pasuxismgebloba Tavis muSakTa keTildReobaze.

saqarTveloSi biznesis ganviTarebis Sefasebas axdens mravali saerTaSoriso organizacia da Jurnali. msoflioSi cnobili Jurnalebi, Fortune, The Economist, Euromoney da sxvebi, aqveyneben sxvadasxva qveyanaSi biznesis ganviTarebis reitingebs[1]. ZiriTadad gamoiyeneba Semdegi maCveneblebis jgufi: ekonomikis efeqtianoba; politikuri riskis done; davalianebis mdgomareoba; saxelmwifo valis odenoba; sabanko kreditis xelmisawvdomoba; moklevadiani sasesxo kapitalis xelmisawvdomoba; fors-maJoruli garemoebebi; teqnologiebis ganviTarebis done.

msoflio bankis kvlevebi gviCvenebs, rom mTavar faqtorebs, romlebic xels uSlian biznes proeqtebis warmatebiT ganxorcielebas, ganekuTvneba politikuri ganusazRvreloba (28%), makroekonomikuri arastabiluroba (23%), gadasaxadebi (19%), samarTlebrivi regulireba (10%), korufcia (10%).[2]

qveyanaSi ekonomikuri zrda rom daCqardes, xeli unda Seewyos eqsportze orienti-

[1] q. Sengelia, `globaluri kompaniebis zegavlena da saqarTvelos perspeqtivebi“, Jurn. „ekonomika“, 2016, gv. 331-342.

[2] http://wdi.worldbank.org

rebuli produqciis warmoebas da axali biznes proeqtebis ganxorcielebas aseT sferoebSi. unda ganviTardes satransporto infrastruqtura (saavtomobilo gzebi, rkinigza, sazRvao portebi, turizmi, sastumroebi), soflis meurneobis da kvebis produqtebis warmoeba da sxva dargebi. am yvelafers xeli unda Suwyos Zlierma saxelmwifo politikam, romelic uzrunvelyofs stabilur da mimzidvel biznes garemos[3].

saerTaSoriso savaluto fondis rekomendaciaa, rom qveyanaSi miRweul iqnas ekonomikuri zrdis tempi 7-8%-is, xolo inflacia 6%-is farglebSi. samwuxarod es rekomendacia jerovnad ver sruldeba. amas sWirdeba mkacri monetaruli da fiskaluri politikis gatareba. mizanSewonilia sainvesticio fondebis, satrasto da salizingo kompaniebis Seqmna, aseve erTobliivi venCuruli firmebis Camoyalibeba ucxoel investorebTan erTad. unda SemuSavdes biznes proeqtebis Sefasebis kompleqsuri sistema, romlebic moemsaxureba erovnuli ekonomikis gajansaRebis sakiTxebs.

ZiriTadi nawili

biznes subieqtebis mier miRebuli gadawyvetilebebi dafuZnebulia mosalodneli Sedegebis winaswar Sefasebaze. biznes proeqtebis efeqtianobis Sefasebas mravali mecnieri ganixilavda. maT Soris, v. berensi, g. berli,g. birmani,s. Smidti, i. lipsici da sxvebi. proeqtebis efeqtianobis maCveneblebi ZiriTadad iyofa sam saxeobad:[4] komerciuli efeqtianobis maCveneblebi; sabiujeto efeqtianobis maCveneblebi; ekonomikuri efeqtianobis maCveneblebi.

meToduri rekomendaciebis Tanaxmad, proeqtis efeqtianoba xasiaTdeba maCvenebelTa sistemiT, romlebic asaxaven danaxarjebisa da Sedegebis Tanafardobas. misi meSveobiT SesaZlebloba gveZleva avirCioT sxvadasxva proeqtidan saukeTeso.

proeqtis efeqtianobis maCveneblebs aRniSnuli avtorebi yofen:

1. zogadi maCveneblebi, romlebic ekonomikuri efeqtianobis kriteriumad gvevlineba;
2. sxvadasxva drois fuladi danaxarjis Sepirispireba SedegebTan. maT Soris gamoiyofa statistikuri da dinamiuri maCveneblebi.

statistikuri maCveneblebi dafuZnebulia saaRricxvo Sefasebaze, xolo dinamikuri maCveneblebi emyareba diskontirebul Sefasebas. statistikuri meTodiT miRebul maCveneblebs miekuTvneba - kapitalis anazRaurebis vada (Payback Period, PP); efeqtianobis koeficienti (Acounting Rate of Return, ARR). dinamikuri maCveneblebidan SeiZleba gamoiyos wminda diskontirebuli Rirebuleba (Net Prezent Value, NPV), rentabelobis Sida norma (Internal Rate of Return, IRR), anazRaurebis diskontirebuli vada (Discounte Payback Period, DPP) da sxva.

kapitalis anazRaurebis vada iangariSeba formuliT:

$$PP= \min \sum_{k=1}^{n}(P_k \quad \geq I_o)$$

sadac P_k — aris Semosulis dagrovili fuladi nakadis sidide. xolo I_o - sawyisi investiciis Rirebuleba.

PP - gviCvenebs anazRaurebis vadas, romlis ganmavlobaSic moxdeba dabandebuli kapitalis sruli dabruneba.

proeqtis Sefasebis statikuri maCveneblebidan mniSvnelovania aseve kapitaldabandebis efeqtianobis koeficienti (Acounting Rate of Return, ARR). igi iangariSeba mogebis saSualo wliuri sididis SefardebiT sawyisi kapitaldabandebis saSualo sididesTan.

$$ARR = \frac{Pr}{\frac{1}{2}\, Io}$$

Pr - mogebis saSualo wliuri sidide;

Io -sawyisi dabandebebis saSualo sidide.

dinamikuri maCveneblebidan SegviZlia gamovyoT wminda diskontirebuli Semosavali (Net Prezent Value, NPV).

$$NPV= -Io + \sum_{t=1}^{T} Ct\,(1+i)^{-t}$$

Ct- drois ganmavlobaSi investiciebidan miRebuli Semosavali.

i-diskontirebis ganakveTi.

[3] qeTevan Sengelia, „cxovrebis donis gaumjobesebis ZiriTadi mimarTulebebi saqarTveloSi“, Jurn. „ekonomika“, 2017, gv. 6-16.

[4] Беренс В. Хавранек П. Руководство по оценке эффективности капиталовложения. Перевод с английского “Manual for the Preparation of Industrial Feasibility Studies”, UNIDO, M., 2005.

rac Seexeba rentabelobis Sida normas (Internal Rate of Return, IRR), misi gamoTvleba sakmaod Sromatevadia:

$$IRR = r1 + \frac{f(r1)}{f(r1)-f(r2)}(r1\text{-}r2).$$

sadac f(r1) da f(r2) diskontirebis koeficientebis funqciebia.

am da sxva mravali gamoTvlebis Casatareblad Tanamedrove kompaniebs SesaZleblobа aqvT gamoiyenon uaxlesi sainformacio teqnologiebi, maT Soris „Rrublovani teqnologiebi". rogorc cnobilia, dRes verc erTi sfero ver SeZlebs IT teqnologiebis gverdis avlas. es ukanasknelі saSualebas iZleva srulyofilad moxdes saWiro informaciis da monacemebis Segroveba da damuSaveba rTuli maCveneblebis gamosaangariSeblad, raTa nakleb droSi da naklebi danaxarjebiT SesaZlebeli gaxdes saukeTeso proeqtebis SerCeva. Rrublovan infrastruqturaze gadasvla jer kidev siaxlea qarTuli kompaniebisaTvis. teqnologiuri da finansuri Tvalsazrisit igi ufro mizanSewonili da nakleb danaxarjiania, vidre IT auTsorsingi. es ukanasknelі ufro xelsayrelia mcire da saSualo firmebisaTvis. auTsorsingi gulisxmobs informaciuli teqnologiebis marTvis gadacemas momsaxure kompaniaze, sadac pirobebi da vadebi xelSekrulebiT aris gansazRvruli. gareSe kompaniis IT momsaxurebiT mcire da saSualo firmebs naklebi Tanxebi exarjebaT IT specialistebis daqiravebasTan SedarebiT.

„Rrublovani gamoTvlebi" ki aris IT evolucia, IT bazris ganviTareba. igi saSualebas iZleva ufro naklebi danaxarjebiT Seiqmnas srulyofili biznes-modeli. "Rrublovani teqnologiis" sitemaSi mosaxvedrad, sakmarisia internetTan mierTeba, raTa SesaZlebeli gaxdes infrastruqturis (iaas) da programuli uzrunvelyofis (saas) servisebis gamoyeneba. „Rrublovani teqnologiebis servisebTan daSveba SesaZlebelia nebismieri adgilidan sxvadasxva mowyobilobebis (nouTbuqebis Tu planSetebis) gamoyenebiT. Tumca jer ar aris yvela organizacia mzad aseTi teqnologiebis da gadawyvetilebebis misaRebad.

maikrosofTis licenzirebuli „Rrublovani teqnologia" warmatebiT dainerga jorjian avia servis eijensiSi (GASA). es gaxlavT office 365, maT Soris Rrublovani sacavi "One Drive biznesi", sadac teqnikuri samuSaoebi ganaxorciela kompania „sintaqsma". aRniSnulma kompaniam aseve ganaxorciela „Rrublovani teqnologiis" teqnikuri samuSaoebi kompania „aqsisSi", romelic mimdinareobda „maikrosofTan" TanamSromlobis memorandumis farglebSi. "One Drive biznesis" daxmarebiT SesaZlebeli xdeba eleqtronul Rrublovan sacavSi Senaxuli failebi xelmisawvdomi gaxdes msoflios nebismieri kuTxidan internetis meSveobiT.

kompania „sintaqsis" generaluri direqtori zaza javeliZe acxadebs, rom maikrosofTis licenzirebuli Rrublovani teqnologiebi saSualebas aZlevs kompaniebs operatiuli informacia ganaTavson 2 kontinentze gadazRveul dacul Rrublovan sacavSi, rac mkveTrad amcirebs marTvasTan dakavSirebul xarjebs da kompaniebs meti dro rCebaT biznesis ganviTarebisaTvis. saWiro informacia xelmisawvdomia uflebaminiWebuli TanamSromlebisTvis. rogorc „maikrosofTis" generaluri direqtori nikoloz doborjginiZe ganmartavs, arsebobs kontrolis araerTi meqanizmi, rac uzrunvelyofs qselur usafrTxoebas da dacul obas. aRniSnuli teqnologiebis gamoyeneba inergeba saswavlo procesebSic, eleqtronuli swavlebis ganviTarebis mimarTulebiT, aseve sxvadasxva arqiteqturis da operaciuli sistemis mqone mowyobilobebisTvis.

miuxedavad didi garantiebisa, rasac gvTavazobs „maikrosofTis" da guglis licenzirebuli „Rrublovani teqnologia", riskebi mainc arsebobs. msoflio gamocdileba adasturebs, rom aris kiber Semotevis calkeuli SemTxvevebi, romlis drosac tradiciuli dacvis meqanizmebi sruliad uSedego xdeba. dRes msoflios gamocdili provaiderebi mudmivad cdiloben riskebis aRmoCenas da maT gauvnebelyofas.

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INFORMATION TECHNOLOGY ROLE AND FUTURE PROSPECTS FOR PROJECT MANAGEMENT AND EFFICIENCY OF BUSINESS SPHERE

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Summary

Informational technologies are constantly developing, which makes the functionality of business, selecting and implementation of the best business projects easier. Modern companies already use the licensed Cloud technologies of Microsoft, which is the revolutionary development in IT technologies. Nowadays, none of the fields can evade them. The last one gives the opportunity to collect and process the necessary information completely for calculation of difficult scores, in order to be able to select the best projects in less time with the fewer expenses. Also it should be noted that the Cloud technologies of Microsoft and Google give the opportunity to the companies to place the operative information on two continents in reinsured protected Cloud storage, which acutely decreases the expenses related to the management and more time is remained for the companies for business development.