

Секция «Инновационная экономика и эконометрика»

**THE ROLE OF INFORMATION TECHNOLOGY AND
BUSINESS-PROCESS OUTSOURCING IN MODERN ECONOMY**

Тарчокова Аминат Арсеновна

Студент

Кабардино-Балкарский государственный университет им. Х.М. Бербекова,

Институт права, экономики и финансов, Нальчик, Россия

E-mail: amina_tarchokova@mail.ru

Information Technology and Business-Process Outsourcing (ITO & BPO) is one of the most actively growing and perspective industries in the world. Outsourcing is a modern business tool that creates an additional value and rationalizes resource allocation processes. Countries that develop the ITO and BPO sector of economy have huge benefits and advantages externally and internally as well. Companies that transfer their activities abroad can save about 70% of their expenditures. [1] According to the investigation of HfS Research Company the global market size of the sector reached \$ 952 bn. in 2013: ITO services account \$688 bn. and BPO - \$ 304 bn. [4]

Multinational corporations, big banks, government agencies outsource their business-processes and IT-related works to optimize their activity by transferring non-core functions to the external specialized company. But they face a number of challenges. One of them is 'what is the balance between outsourced and 'inhouse' IT and business functions' - the question of the so called Resource Mix, another question is 'what country is the best for outsourcing'.

The concept of Company's Strategic Sourcing is one of the Resource Mix balancing strategies. There are a lot of Resource Mix variants including transferring of some back-office and IT-related works (service, backstopping, Help-desk, etc.) and up to IT-management. The functions transferred depend on the country of destination and its outsourcing qualifications. An outsourcing company and a client company conclude an internationally applied Service Level Agreement in order to guarantee the continuity and the quality of services.

In December, market research group Gartner issued a report investigating countries around the world, measuring their ability to compete in the process of outsourcing according to special criteria: cost, language skills, government support, labour pool, infrastructure, educational system, political and economic environment, cultural compatibility, global and legal maturity, data and intellectual property security and privacy. Gartner analysts made up a top-list of countries. On the top are 10: Canada, Australia and Ireland, Singapore, India, New Zealand, Spain, Israel, Mexico, Czech Republic. Russia ranks the twentieth place. [5]

Instead of only cost cutting, many companies are beginning to view outsourcing as a new prescription for changes. Outsourcing holds down the investment costs and lets companies to be free to direct scarce capital; hence they hold a competitive advantage.

Companies have been using numerical and functional flexibility to cope with growing environmental pressures, and changing markets, products and technologies. There is a trend that more and more companies in the USA and Europe move their white collar work to the developing countries such as India, China and Russia. [2] Despite the higher telecommunication expenses and call volume increase eat up the savings, companies benefit from a more skilled work force in these countries.

Today India is the leading exporter of outsourcing services. Country's share of global ITO and BPO exceeds 50%, and the sector's annual income is about \$ 47 bn. a year. More than 60% of the customers are US companies, and 30% are European ones working in the field of finance, high-tech and telecom industry, manufacturing and retail. [3] According to Pramod Bhasin, the director of GE Capital International Services, corporations come to India to reduce costs and stay there for the quality of services. Another reason why corporations direct their jobs overseas is their strict labour laws. [1] But there is a specific labour situation in India. More than 2.5 million Indian employers provide outsourcing services. The employee turnover is much lower than in the west, and people stay mainly at the same work place for a long-term period. Moreover the Indian government provides benefits for foreign companies including labour laws and tax exemption during the start-up period.

One more example of the outsourcing sector supporting is the Dubai Outsource Zone (DOZ) business park that was launched in 2007. It was initiated cater to the market demand for outsourcing companies. DOZ supports Business Process Outsourcing, HR Outsourcing, IT Outsourcing, back office and call centre operations. DOZ offers state-of-the-art offices, robust telecom infrastructure, facilities management services and a 24-hour security service. DOZ extends Free Zone benefits including 100% business ownership and tax free income as well as value added services such as networking opportunities, venue management services, industry awareness programs and government services. [6]

The investigations testify to the fact that IT and business process outsourcing have gained prominence on the modern world economy. This sector attracts investments to a country economy and contributes to its society progress. The outsourcing development needs a comprehensive approach to the resolution of the issues and requires making important and complex decisions. It is important to be aware with the advantages and disadvantages of modern outsourcing in the modern world.

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