

## INFORMATIONAL ECONOMICS AS A PHENOMENON AND PART OF POST-INDUSTRIAL SOCIETY

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Informational economics is the most important and characteristic feature of post-industrial society. According to researching of World Bank, that was conducted in North America, three quarters of national wealth is formed in consequence of investment in human “live” capital. Human capital is directed to education, scientific research, healthcare, environmental protection and the development of human personality.

Informational economics is economics of symbols and signs. The most important features of this economics is that knowledge and information become main economic and productive resource; and that this economics functions on the basis of relations of intellectual property. Human capital (knowledge and information) becomes a substitute of money capital.

Work in “on-line” conditions is one of determinative features of informational ultrafast symbolic economy – knowledge-based economics. This work is not realized directly by the market, but by the informational network systems. Knowledge-based economics realize its creative potential by the global electronic environment – networked economics. Economic specificity of informational networks connected with activity of law of saving working time.

New aspects in characteristic of knowledge-based economics is determined by principled changes in the character of labor and creative activity. Human is generator and carrier of information. Human as knowledge worker is the main subject of knowledge-based economics. Knowledge workers own means of production which is their knowledge.

The main product of creative activity is not only set of material and spiritual values, but also creative personality. In post-industrial society creative activity is reproduction of creative potential of personality.

In post-industrial society immaterial labor becomes the dominant value in knowledge-based economics. The result immaterial labor is not only creation of material values, but also creation of social product – entire gamut of relationships among of people.