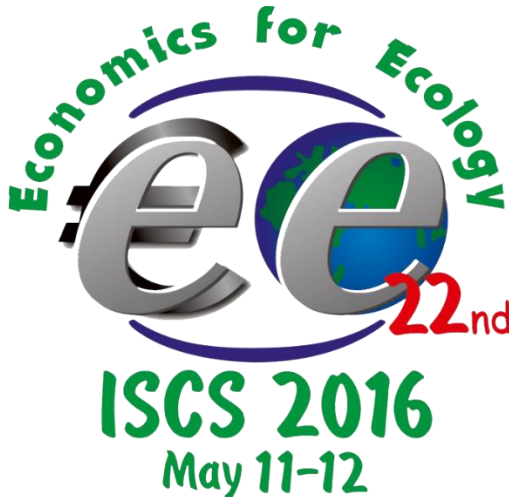


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## **INFORMATIVE ECONOMY FOR VIABLE DEVELOPMENT: MODERN TENDENCIES**

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In the second half of XX of lawsuit information technologies (IT) were absorbed in itself by the avalanche-type achievements of electronics, and also mathematics, philosophy, psychology and economy. An appearing as a result viable hybrid marked a revolutionary jump in history of information technologies, that counts hundreds of thousands of years. Modern society is gap-filling and pierced by the streams of information, that need treatment. Therefore without IT, equal as without power, transport and chemical technologies, it is normal to function does not can. Socio-economic planning and management, production and transport, jars and exchanges, mass and publishing house medias, defensive systems, social and law-enforcement databases, service and health protection, educational processes, offices for processing of scientific and business information, finally, Internet - everywhere IT .

An informative saturation not only changed the world but also created new problems that were not envisaged in the known vault of prognoses on 2 (XX) . Dangers outgoing from power, transport and chemical technologies as air, marine, underground and surface catastrophes are well known, as contamination and infection of habitat with far going global consequences. Humanity forces to bear with this cruel paying for the development, but all the time searches the ways of defence and minimization of damage.

The internet today gives to possibility for the acceleration of rates of development to both withstand and new, entering the market companies and becomes the priority factor of international competitiveness, changes

the scales of outer space. On the estimations of firm "Price Waterhouse", more than 80 % leaders of the largest transnational companies consider that electronic commerce radically changed the mechanism of competition in corresponding industries.

The generation of young enterprises working in the Internet at once got access to outer informative space. The role of pioneers in the newest information technologies initially determines global, transnational strategy of companies. It is constrained, foremost, with mushroom growth of electronic network. Phenomenally high rates of development of network the Internet explained by that the economy of modern informatics is based on two processes: reduction of prices of facilities of informatics, foremost computers, and reduction of cost of services in an information transfer. Both these factors conduce to avalanche-type growth of number of computers and incredibly rapid excrecence of computer networks, that, in turn, conduces to reduction of prices of their use.

So, according to the data got a research firm "Network Wizards", the number of the computers plugged in the Internet from 1996 to 2000 was tripled. Today he unites 90 thousand network structures in 100 states of the world. In the USA by users the Internet there are already about 130 million persons, or almost 50 % population 2. Number of users the Internet increases with a fantastic quickness, and it is already possible to consider formed the new association of people binding to the Internet the professional activity and everyday life. The circle of these people grows quickly, taking all intellectual and business elite of the world.

Presently, as an analysis of scientific literature showed, complex researches of factors of forming of informative economy, criteria that would allow to estimate the degree of her development are practically absent. Existing in the theory of informative economy going near determination of factors and criteria carry the some disconnected character and does not give clear presentation, that causes a sharp requirement in their classification and systematization.

The next fully steady tendencies of dynamics of economic indicators of development of these three basic components showed up in the last decade of the XX century.

1. In the field of production of facilities of informative technique there is a continuous price-cutting on an equipment at the simultaneous increase of his functional possibilities and reliability, decline of weight and sizes, and also energy consumptions. At the same time this sphere of

production remains very advantageous for the investment of capital and investment in this area of production, both from the side of public organs and from the side of private sector of economy, proceed very actively. So, for example, in the structure of world informative market a stake of this sector of economy in 1995 was 25 % at the level of annual height about 8 %.

The stake of services in an informative economy increases more quickly, abandoning far behind her other components. So for example, in 1995 a stake of services in the world informative market was almost 60 %. Thus 40 % was on services of the telecommunication systems and 19 % - on other types of services (maintenance of facilities of informatization).

## **ENVIRONMENTAL SAFETY OF UKRAINE**

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The environmental situation in the world and especially in Ukraine is becoming more threatening. Ukraine is an industrial state which holds a significant place in the global economy that directly causes significant pollution.

Today, the ecological situation in the country is characterized by a deep ecological crisis and is extremely tense since the Chernobyl disaster, due to the influence of the command economy of the Union of Soviet Socialist Republics, depreciation of fixed assets of industrial and transport infrastructure, insufficient knowledge among society and noncompliance with environmental legislation.

In the conditions of globalization of all countries the attention to the concept of "national economy" is greatly enhancing in the environmental safety component. Analyzing the systemic nature of environmental problems, their interaction with all political, social and economic factors, the ecological safety of Ukraine is one of the fundamental components of national security.

According to the Law of Ukraine "On National Security of Ukraine", national security is protection of the most significant interests of man and citizen, society and the state, protection that provides the sustainable development of the society, early detection, prevention and neutralization