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**DEVELOPMENT OF INFORMATION MARKET AS AN PREREQUISITE
FOR CREATION OF KNOWLEDGE BASIS OF ECONOMY
DEVELOPMENT**

The necessity to develop the information market for the ensuring of economy competitiveness is grounded in the article. A new approach to define the role of an information market in economic transformation, namely the creation of knowledge basis for the establishment and development of the economy based on knowledge is offered. A number of measures for government support of the information market development are offered.

Keywords: information market, government support, information technology, information, economy based on knowledge.

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**РОЗВИТОК ІНФОРМАЦІЙНОГО РИНКУ ЯК ПЕРЕДУМОВА
СТВОРЕННЯ ЗНАННЄВОЇ ОСНОВИ РОЗВИТКУ ЕКОНОМІКИ**

У статті обґрунтовано необхідність розвитку інформаційного ринку для забезпечення конкурентоспроможності економіки. Запропоновано новий підхід до визначення ролі інформаційного ринку в економічних трансформаціях, а саме створення знаннєвої основи для становлення і розвитку економіки, заснованої на знаннях. Запропоновано низку заходів для здійснення державної підтримки розвитку інформаційного ринку.

Ключові слова: інформаційний ринок, державна підтримка, інформаційна технологія, інформація, економіка, заснована на знаннях.

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**РАЗВИТИЕ ИНФОРМАЦИОННОГО РЫНКА КАК ПРЕДПОСЫЛКА
СОЗДАНИЯ ЗНАНИЕВОЙ ОСНОВЫ РАЗВИТИЯ ЭКОНОМИКИ**

В статье обоснована необходимость развития информационного

рынка для обеспечения конкурентоспособности экономики. Предложен новый подход к определению роли информационного рынка в экономических трансформациях, а именно создание знаниевой основы для становления и развития экономики, основанной на знаниях. Предложен ряд мер по осуществлению государственной поддержки развития информационного рынка

Ключевые слова: информационный рынок, государственная поддержка, информационная технология, информация, экономика, основанная на знаниях

Problem setting. The aspiration of countries to becoming the economy based on knowledge, increased awareness of the importance of such resource as information at this stage and exacerbated the problem of the organization of information support, solution of which would facilitate the use of items of information market: information resources; information products; information and communicational technologies (ICT); information, computer and communicational services.

In particular, creation and development of specialized material and technical base (computers, computer networks) ensures the realization of new ideas and the implementation of information and communication technologies in activities of economic entities, facilitate access to information (Fedulova et al., 2005:307).

The development of information market is the one of the main objectives of competitiveness of Ukraine. It becomes especially important at the stage of economic transformation, that needs to clarify the role of information market in such sphere of social life as an economy and the market importance for its development.

Recent research and publications analysis. An important part of the information market is noted by many scientists, examining a new phase of development of society and its economic component, the formation and development of the market, the use of information products and services, including L. Vynaryk (2002), O. Chubukova (1999), G. Kolomiec (1991), S. Kulycky (2002), M. Castells (2000), P. Drucker (1993).

In particular, O. Chubukova (1999) regards the national information market formation not only as an essential factor in the growth of international ranking of Ukraine, but also as an impetus for the deployment of entrepreneurship. The development problems of information market were considered taking into account the features of modern development of economy and society in general, which are characteristic for many countries, the globalization processes of all social sectors among them, including an economy (Kulycky, 2002:168]. It was noted that due to informational technologies traditional trading and banking processes are carried out in new way; documentary link is provided between the entities of economic and social relations, and document flow is ensured within them (Kolomic, 1991:61]. Information technologies make it possible to accumulate and store large amounts of information on a server of enterprises, organizations and ensure quick access to them (Castells, 2000).

Despite the activity and research relevance of the information market, not enough attention is paid by scientists to study the relationship of the information market and the formation and development of the economy based on knowledge.

The research objective is to justify the relevance of the information market in the creation of knowledge basis for economic development and to outline the tasks of the government in this process.

Key research findings. The role of the information market in a meeting of the information needs of the consumer is caused not only due to the fact that information is recognized as a product and can be realized in the market, particularly as an information product, but also due to the wide use other objects of the information market: computer and communication equipment, information and communication technology (ICT), related software at the same time (Figure 1).

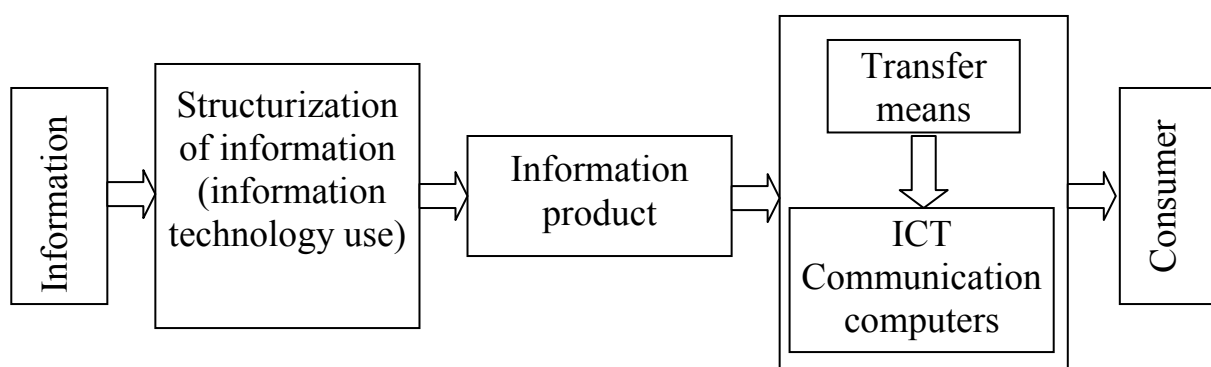


Figure 1. The place of the information market objects in meeting information needs, author's development

The transformation of the economic sphere in the direction of the formation of economy based on knowledge and effective information support require an activation of the information market development, caused by its location in the formation of knowledge basis of society and economy (Figure 2). If this is some information resources can be involved on a commercial basis, most information products (computer and communication equipment, software, databases, IT) and information services are the objects of the information market.

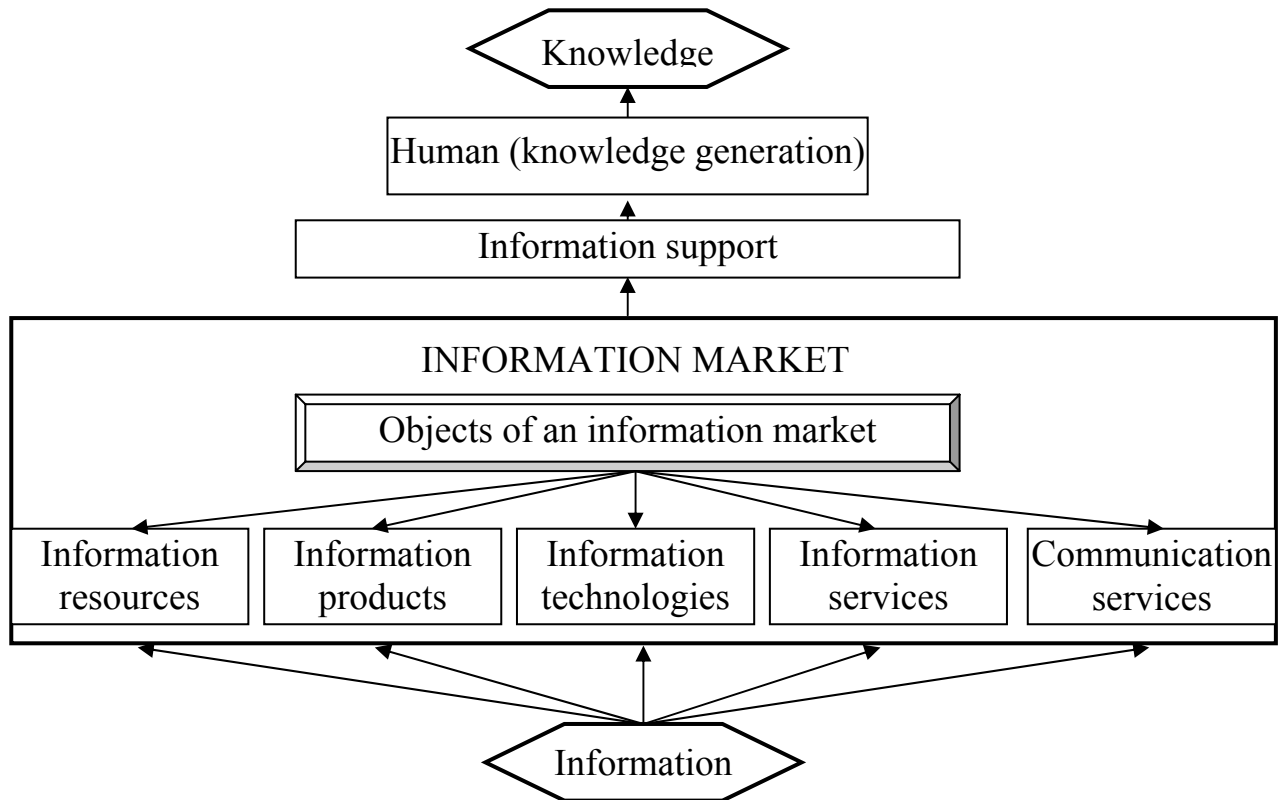


Figure 2. The place of an information market in the information - knowledge chain, author's development

One of the most important steps in the development of the information market is the recognition of the crucial role of information for different areas of society. That is the position of many countries helped prioritize their information production, allowed to support the much higher level of economic and social development. Expanding the use of information products and development of the information

market allow to strengthen positions in the information field, provide the necessary information base to enhance the competitiveness of individual subjects and the country as a whole.

The globalization of information space activates not only the exchange of information, but also all the objects in the information market, that makes it possible to ensure its development within the country, to strengthen its competitive position on the international arena, and to create additional benefits in transforming the economy to the one based on knowledge due to the special role of such objects in the creation and the spread of knowledge.

The relationship of knowledge, information and the information market objects is emphasized by D. E. O'Leary (1998), according to which knowledge management is in a certain order work with information resources that should provide easy access to knowledge and its subsequent use by using information technologies. Feedback is that knowledge itself transforms into information products that are used to provide information services.

Information products, including databases, application software have become an indispensable tool for information obtaining and processing, therefore effective activity of economic entities partly depends of their quality.

The current stage of humanity development distinguished by the dominance of information and information products made on the basis of information in electronic form, that together with information technologies and communications are involved in the production and consumption and have certain advantages in use.

In an economy based on knowledge the importance of information and information and communication technologies in generation, distribution and exchange of knowledge, their use in material production are growing. According to studies, foreign companies set up the relevant services of knowledge and intangible assets management that are occupied with the creation and acquisition of databases, organization of local networks, providing with computers, information technology and information. Similar structures are most interested in the functioning and development of the information market, require information to organize their work

and companies in general.

ICT, computer and communication equipment ensure not only internal information circulation, but also external communication with information space.

Knowledge and information, combined and transmitted over the network, accelerate the development of technologies in all knowledge-intensive industries, which previously was slow because of the length of processing large amounts of data in order to obtain new results of research.

The special role of education in the development of the economy based on knowledge needs improvement educational processes, involving new methods and forms, including those that require information products, technology, communications. Information is one of the main resources of the area, and for the process of transfer all modern technical and technological means should be use.

ICT facilitate knowledge transfer from scientific education to other industries, but the dynamics of this process and the speed of knowledge perception depend on the quality of the available human capital in areas, the formation of which require constant providing with large volumes of information resources that can be gained from the free access or on the information market.

Leading scientists emphasize the special role of ICT, including internet technologies in the transmission of information about the results of international researches, that allows to accelerate the process of new knowledge getting and the emergence of new scientific knowledge (Fedulova et al., 2005:30). This causes not only the importance of information security, but also notably the sector of communication services. It is emphasized the need to create its own model of ICT development in Ukraine and to learn needs of the market.

Communication services, including telecommunications are the services for organizing and providing communication using particularly telephone, telex, television, mobile phone, computer communication.

Sharing knowledge through information networks is a primary component of the formation of the economy based on knowledge [Heyets et al., 2006:330].

Through networking (online) new opportunities for continuous monitoring of

information space, a careful analysis of the data are opening up. The organization of effective information support for external level (meso- and macro-) is an essential factor of any entities, which as well as work with information, depends on the presence and capabilities of information products and ICT. The development of these technologies and their use, in turn, requires increased knowledge and relevant information support.

States use the power of the Internet to provide wide access to public government information, but everyone should be allowed to receive such information that requires providing the public and other entities with computers, appropriate software, Internet services.

Innovation, which is inherent in the current stage of economic development, is the embodiment of knowledge generated on the information. A special role is played by information products and services. Strengthening of innovation activity, formation of the intellectual potential of society for achieving the objectives in this area are a prerequisite for the intensification of information flow, which enhances the role of information support and development of the information market, because its objects provide a high level of provision of information, which, in particular, can be purchased at the information market (information resources, databases).

One of the hallmarks of the economy based on knowledge is the dominance of high-tech industries in GDP that are most active in their use of information resources and products, information and communication technologies and services, i.e. the objects of the information market, therefore its development provides a stable support with them to these areas. On the other hand, the products of these branches are themselves objects of the information market, allowing to activate the process of its development.

The development of the information market depends on state information policy, its participation in ensuring its formation on the appropriate organizational and legal basis (Chubukova, 1999). The state should provide appropriate conditions for its subjects not only to establish commercial relations, but also to create their own objects of the information market in Ukraine.

The state information policy can define methods and forms of influence on information infrastructure, promote national component of Internet and providing its access, as well as solving problems of information security, leading to a slowdown of the development of national information market, endangering information expansion [Vlasyk et al., 2002:564].

Awareness of the need to develop the information market in Ukraine has to reflect in the formation of the relevant policy areas.

The level of country development now is estimated by the level of informatization, and it requires the state to ensure the development of information and computer technologies. Accordingly, they should be the subject of consideration in the formulation of public policy in the field of information (Sergienko, 2002).

Taking into account the research results, it is reasonable to offer the main tasks of the state and proposals for the development of the information market in Ukraine:

- develop and implement measures for promoting and sustaining strong human potential that will provide a competitive advantage for Ukraine in the highly informational sphere; it primarily relates to health care, education, science, that require increased funding;

- introduce measures to improve the quality of educational services in schools of all levels of accreditation and to increase the state share in the provision of such services;

- develop on a state-level a program with a set of concrete measures to promote healthy lifestyles involving educational institutions and youth in its implementation, turn media to reorientation of their activities in this direction;

- establish at national and regional levels systematic holding the competition among young people studying in educational institutions of all levels of accreditation for the best developer of software, and information and communication technologies for various areas of society, that can bring new products to market, promote awareness of contestants as future professionals the need to use objects in the information market practice, increase the level of information culture;

- complete the course of studies in computer science in schools I and II

accreditation by themes, which highlights the role of ICT in different sectors of society, especially in economic one, cooperating with economic entities in which they are introduced, and using multimedia in teaching tools;

- support scientific scope, taking into account the current global economic and knowledge development of the world economy, including research and scientific development in the information area; to use more active the mechanism of government contracts;

- create the necessary investment and innovation climate with state efforts, to orient entrepreneurship activity to the advanced technological and organizational innovation, to pursue a flexible credit policy in accordance with the priority development of the information fields;

- encourage and support all innovation processes relating to the organization of information support and the information market for enhancing the process of transition to the economy based on knowledge, for what particularly to establish the State Award for the original scientific development in the information sector;

- ensure investment climate for the development of information production and trade relations in the information sphere, in particular to intensify activities of public authorities at the meso level in this area by promoting the formation of investment funds from private investors and increase public investment to support risky projects;

- hold a favorable tax policy, which should serve not only fiscal, as a stimulating role by reducing the tax burden on income allocated to research and development, or release them from taxes, especially those used for the development of the information sphere;

- provide legal protection of intellectual property rights (which prevails in the information area) and to strengthen control measures by the police to fight "piracy";

- promote business, particularly to equal opportunities for market entry of any information subject, strengthen a control over certification information products.

Conclusions. Formation and development of the economy based on knowledge reinforce the urgency of the need for information products, technologies, services, communications, which is satisfied by the information market. The basis of his

successful formation and development is the creation of competitive information market components and the establishing relevant relationships of market actors, what offered directions of government support to.

Prospects for further research in this direction are to determine trends and indicators for the analysis of the development of the information market and its impact on the development of the economy based on knowledge.

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