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DEVELOPMENT OF INFORMATION MARKET AS A PREREQUISITE FOR CREATION OF KNOWLEDGE BASIS FOR ECONOMY DEVELOPMENT

The paper grounds the need to develop information market for ensuring economy competitiveness. A new approach to defining the role of 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 suggested.

Keywords: information market; government support; information technology; information; knowledge-based economy.

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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. Представлено 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.

Рис. 2. Літ. 12.

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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. Представлен 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 become economies based on knowledge, increased awareness of the importance of such resource as information at this stage have exacerbated the problem of information support organization, the solution of which would facilitate the use of elements of information market: information resources; information products; information and communicational technologies (ICT); information, computer and communicational services.

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

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The development of information market is one of the main objectives of Ukraine’s competitiveness. It becomes especially important at the stage of economic transformation, to clarify the role of information market for economy and the market importance of its development.

Recent research and publications analysis. The important role of information market is noted by many scientists, examining this new phase of society development and its economic component, the formation and development of the market, the use of information products and services (Castells, 2000; Chubukova, 1999; Drucker, 1993; Kolomiets, 1991; Kulytskyi, 2002; Vynaryk et al., 2002).

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 entrepreneurship development. The development problems of information market were considered taking into account the features of current development of economy and society in general, which are characteristic for many countries, the globalization processes of all social sectors among them, including economy (Kulytskyi, 2002: 168). It was also noted that thanks to informational technologies, traditional trading and banking processes are carried out in a new way; documentary link is provided between the entities of economic and social relations, and document flow between them is ensured (Kolomiets, 1991: 61). Information technologies make it possible to accumulate and store large volumes of information on a server of enterprises or organizations and ensure quick access to them (Castells, 2000).

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

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

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

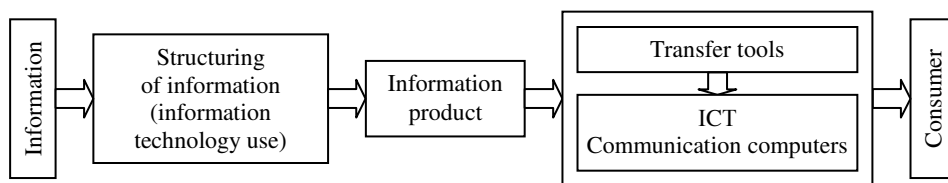


Figure 1. **The place of the information market objects in meeting the information needs, author’s development**

Transformation of the economic sphere in the direction of formation of the economy based on knowledge and effective information support requires the activation of information market development, due to its role in the formation of knowledge basis for society and economy (Figure 2). If 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.

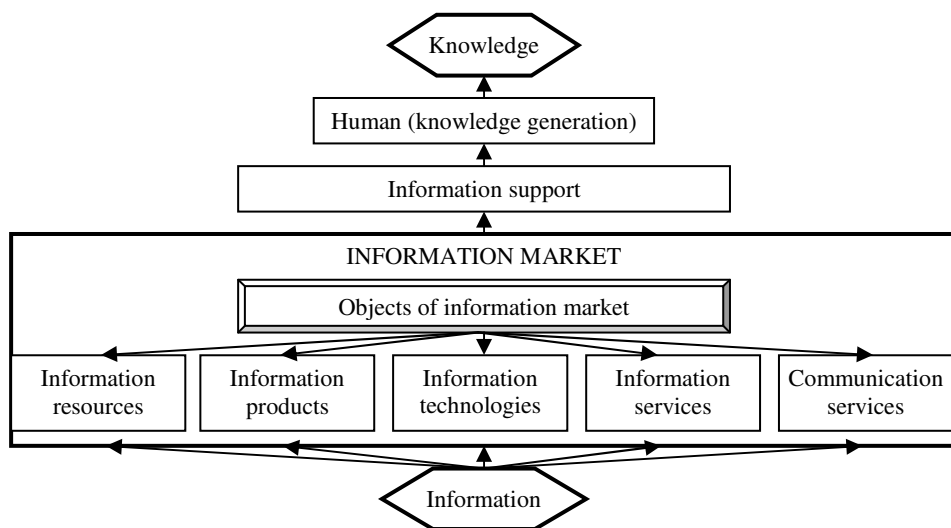


Figure 2. The place of information market in the information-knowledge chain, author's development

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. The position of many countries on this helps prioritize their information production, thus supporting their much higher level of economic and social development. Expanding the use of information products and development of the information market allow strengthening the positions in the information field, providing necessary information base to enhance the competitiveness of individual subjects and the country as a whole.

Globalization of information space activates not only the exchange of information, but also all the objects at 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 special role of such objects in the creation and spread of knowledge.

The relationship between knowledge, information and information market objects is emphasized by D.E. O'Leary (1998), according to whom 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 to provide information services.

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

The current stage of humanity development can be described by the dominance of information and information products made on the basis of information in its elec-

tronic form, that together with information technologies and communications are involved in production and consumption and have a wide range advantages in use.

In an economy based on knowledge the importance of information and ICT in generation, distribution and exchange of knowledge, their use in material production is 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 information market, requiring information to organize their work.

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

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

Special role of education in the development of knowledge-based economy needs improvement in 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 its transfer all most advanced technical and technological means should be used.

ICT facilitate knowledge transfer from science and 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, formation of which requires constant and large volumes of information resources that can be obtained via free access or at the information market.

Leading scientists emphasize the special role of ICT, including Internet technologies in the transmission of information on the results of international researches, that allows accelerating the process of new knowledge getting and the emergence of new scientific knowledge (Fedulova et al., 2005: 30). This causes the importance of not only information security, but also of communication services. It also emphasizes the need to create own model of ICT development in Ukraine and to explore the needs of this comparatively new market.

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

Sharing knowledge through information networks is the primary component for the formation of the knowledge-based economy (Heyets et al., 2006: 330).

Through networking (online) new opportunities for continuous monitoring of information space, for careful analysis of the data are opening up. Organization of effective information support for external (meso- and macro-) level is an essential factor for entities, which work with information and depend 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 wider access to government information for public, and everyone should be allowed receive such information.

Innovation, being inherent at the current stage of economic development, is the embodiment of knowledge generated from information. Special role here is played by information products and services. Strengthening the innovative activity, formation of intellectual potential of society for achieving the objectives in this area are the prerequisites for intensification of information flows, enhancing the role of information support and information market development, because its objects provide high level of information provision, in particular, through purchase at the information market.

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

The development of information market depends on public information policy, its participation in ensuring the formation of an 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 should define the methods and forms of influence on information infrastructure, promote the national segment of the Internet and provide its wider access, as well as solve the problems of information security, which slowdown the development of national information market and endanger information expansion (Vlasyk et al., 2002: 564).

Awareness of the need to develop the information market in Ukraine has to be reflected in the formation of relevant policies.

The level of country's development is now estimated by the level of its informatization, and this requires the state ensures the development of ICT. Accordingly, they should be the subject of consideration in the formulation of public policy in the information field (Sergienko, 2002).

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

- to develop and implement measures promoting and sustaining strong human potential that will provide a competitive advantage for Ukraine in highly informational sphere; it primarily relates to healthcare, education, science, that require increased funding;
- to introduce measures on improving the quality of educational services in schools of all levels of accreditation and to increase the state share in the provision of such services;
- to establish at national and regional levels the regular contests among young people studying in educational institutions of all levels of accreditation for the best software developer, and on the development of information and communication technologies for various areas of society, that can bring new products to market, promote awareness of contestants as future professionals of the need to use objects in the information market practice, increase the level of information culture in general;
- to add the study courses in Computer Science in schools by the topics, which highlight the role of ICT in different sectors of society, especially in the economic

one, cooperating with economic entities in which they are introduced, and using multimedia in teaching;

- to support the scientific development, taking into account the current global economic and knowledge development trends, including the development of the information area; to use the mechanism of government contracts in science more actively;

- to provide the necessary investment and innovation climate, to orient entrepreneurship activity on to the advanced technological and organizational innovations, to pursue a flexible credit policy in accordance with the priority development of information field;

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

- to intensify the activities of public authorities at the mesolevel of this area by promoting the formation of investment funds from private investors and to increase public investment to support risky projects;

- to hold a favorable tax policy, which should have not only its fiscal role, but also a stimulating role by reducing the tax burden on the income from R&D, or by releasing them from taxes, especially when it concerns the development of the information sphere;

- to provide legal protection of intellectual property rights and to strengthen control measures in fighting "piracy";

- to promote business, particularly providing equal opportunities for market entry of any information subject, to strengthen the control over the certification of 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 would satisfy the information market needs. The basis of its successful formation and development is the creation of competitive information market components and establishing the relationships between market actors, also offering directions of government support in this field.

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

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Стаття надійшла до редакції 16.03.2015.