

SYSTEM ASPECTS OF INVESTMENT IN THE DOMAIN OF INFORMATION TECHNOLOGIES

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Informational technologies are the most important part in the process of the society informational resources use. In today's world, the computer is the main technical means of information processing technology, so information technologies have become quite profitable investment goods. The decision to invest can afford the company to win new market position and gain a competitive advantage over other companies. The competitive advantage in the market is appearing by providing customers with a product that gives more value for the same price (diversification) or provides an equivalent value, but at a lower cost (low cost). Determining the relationship between investment in IT and the value of the company is a major problem for researchers of information systems. IT company shares are usually of different volatility. The dynamics of courses may differ from the dynamics of the market in general - because investing in IT is a challenge.

This article deals with the peculiarities of investment in the information technology field, the state of information technology market and its development trends. The system analysis of the peculiarities and the main trends of investment development in the IT sphere are the main issues of this paper. The system analysis allows to structure the main target and form the distinctive features of investment (strategies, methods), to receive the investment quality criteria and research the level of its influence on the main goal reaching. The paper describes basic kinds of investments in IT: own resources, credits, seed capital, venture capital investment, private equity professionals, strategic investment, and stock capital. The advantages and disadvantages of all listed investments were systematized and structured in the table. The most popular methods of investment valuation to IT and objective tree, which describes the conditions for the investments maximum efficiency, were provided.

Keywords – investment, information technologies, objectives tree, algorithm, evaluation method, IT market, profit (income), risk.