

FEATURES OF DEVELOPMENT OF THE MARKET OF INFORMATION AND INFORMATION TECHNOLOGY INDUSTRY IN THE CONTEXT OF THE SINGLE INFORMATION SPACE

This article analyzes and development the problems of the information market and industry information and telecommunications technologies into a single information prostranstvo. Struktura and types of enterprise information presented in the global information market. Analyzed suppliers of information products and services to a wide profile and a certain type of information and the subjects of the Ukrainian media rynka. Problemy functioning computer market in Ukraine.

Key words: information, market information, information space, information enterprise.

Statement of the problem. Main products of the information society must become the information and knowledge. Characteristic features of the information society are: to increase the role of information and knowledge in society's life; increase of the number of people employed by the information technology, communications and the production of information products and services, increase their share in the gross domestic product; increase of Informatization and the role of information technologies in public and economic relations; the creation of the global information space providing efficient information interaction of people, their access to world information resources and satisfaction of their needs for information products and services. The main tasks, solution of which depends on the formation of a single information space is the development of the information market and industry information and telecommunication technologies that meet their needs, increase of volumes of investments in this sphere, establishment and active operation of the information of the enterprises. Today's information market is an environment for implementation of effective management of business entities in various spheres of economy of Ukraine. Development of the information space is actually carried out through the creation of automated information networks on the basis of the information infrastructure. The Foundation of Informatization of Ukraine is the only modern informational space created thanks to the development and integration of information resources of all generators of information products and services. In this regard, the problems of development of the market information and industry of information technologies and telecommunications in the context of the single information space and their analysis is certainly relevant.

Analysis of the last researches and publications. Issues of research of problems of market information and industry of information and telecommunication technologies are devoted to the work of many domestic and foreign scientists. Most authors consider the theoretical and practical aspects of the problem and define the market as the sphere of exchange, which is characterized by a system of economic relations between manufacturers and consumers of products and services in the process of their implementation. Markets, as well as goods authors are classified according to various criteria. According to F. Kotler, to bring the market to a certain class, you need to install: the subject of purchase and sale on the market, the reason and purpose of purchase of the subject of the act of purchase, the purchase process. A. Hosking offers to ascertain the volume of purchases and where the purchase is made. He highlights the most common features, which distinguish markets [1, 3]. The law of Ukraine "On scientific and technical information" defines the information market: "It's a combination of legal, economic and organizational relations regarding the sale and purchase of information resources, technologies, products and services [1, 2]. The nature of the information society and problems of development of the information market analyses O. Gritsenko [11, 12].

Relevant is also the analysis of characteristics of the European market of business information, that the review of the European Business Information, Information which performed Research Network, which дозволяє conclude that most of the major publishers and information providers become available via the Web, through that online news business market became accessible to the masses of end users. In a research report online market of business information made MARKETSTAT to order International Research Network (IRN) reviewed a number of issues connected with the problems of improving the development of the market of information and information technology industry [5, 6].

Statement of the problem. The aim of the article is the analysis of peculiarities of development of information and industry of information technologies and telecommunications in the context of the single information space. Characterized the content and types of information enterprises presented on the world information market. Analyzed suppliers of information products and services to a broad profile of certain kinds of information and the subjects of the Ukrainian information market. The problems of functioning of the computer market of Ukraine. The goal defined objectives: to characterize segments of the Ukrainian information market; explore indicators цілереалізуючих complexes; analyze the requirements to the system of scientific and technical information (STI), bring the classification of sources of information in Ukraine. Theoretical and methodological basis of the study included the works of the leading domestic and foreign scientists and specialists in the sphere of improvement of the development of the information market and industry information and telecommunication technologies. In work were used scientific methods: observation, comparison, generalization, formalization, analysis and synthesis. In particular, to determine the system requirements STI used the system approach; the classification of sources of information in Ukraine - methods of analysis and synthesis.

The main material and results. With the development of information technologies, data is transformed into a commodity, who becomes the most popular object of sale and purchase. Therefore, an essential feature of the development of market relations at the present stage is the formation of the information market. Accelerate the development of the latter contributes to the transition to the information society and is the main factor of Informatization of all spheres of human activity. Information market for turnover and growth in most developed countries, significantly outperformed the market financial products and services. Currently the concept of information market is not yet fully defined, its content changes along with the change of approaches to the definition of the information sector of the economy and is different in different countries. Information products which are distributed on storage media, text files, databases, and other Relevant information services, aimed at organization of access to these products, provided with special programs, which are supplied to the user along with the data themselves and are an integral part of the informational product or data-oriented standard means that the user. Dissemination of information on storage media, is the new information technology, which in its principle and way of perceiving things closest to the traditionally existing: the user knows exactly what he gets, but he does not know whether he is in such volume. In the global information market distinguish the following main types of informational enterprises: the Agency of economic information, documentation institutions, information brokers, market research institutes, consultants enterprises, economic information Bureau, publishers, company information, economic Newspapers and magazines, books economic, producers of data banks and bases [7, 9].

Place of information products and services in the system of trade relations in the Law of Ukraine "On information" (article 39) is defined as: "Information products and information services to the citizens and legal entities engaged in information activities, may be objects of trade relations, which are regulated in the civil and other legislation. Prices and pricing of information goods and information services are established by the treaties, except cases envisaged by Law".

Describing the information market, using a standard terminology marketing that divides the market into sectors, segments. Sector of the market is a set of homogenous, similar goods, a certain amount of mass of commodities valued at cost or physical units, i.e. division is carried out for the objects of purchase and sale. A market segment is a set of consumers, as demonstrated similar needs and have similar or the same behavior. Allocation of the main interacting components of the information market, its division into sectors and segments may be controlled by different criteria: in the form of information, the nature, scope,

according to the degree of changes in the level of knowledge on the use of information products and services, etc. depending on the purpose of such a separation.

Sources of information in Ukraine can be classified as follows: national authorities, regional authorities, business information centres, scientific research institutes, agencies of scientific and technical information; organization of employers; marketing and consulting firm; publishers of business literature; manufacturers of computer programs and services. Formation of the information market began with the emergence of small enterprises, activity of which was to provide address-reference information about the enterprises of Ukraine and their market offerings, search of potential foreign partners and carried out with the use of information from databases and computer networks. Later there was an increase and spreading demand for information, the range of information products and services, new information of the enterprise. This trend is typical for today's information market, which is constantly appear new information proposals as a consequence of the emergence of new information enterprises or as a qualitative and quantitative expansion of the activities of already existing [9, 10].

Major subjects of the Ukrainian information market are: the bodies of state administration, chamber of Commerce and industry of Ukraine, state statistics Committee, scientific and technical information centers, research institutes, libraries, publishers of directories relative to the Ukrainian enterprises, enterprises that create databases, information and telecommunication technologies, providing telecommunication services, enterprises, engaged in consulting, marketing activities[7 - 9].

Analysis of the literature on the study of the Ukrainian information market showed that the greatest demand for information on the list of enterprises, their market proposals, analyses of different industries, marketing, scientific and technical information, information about state property privatization, management and banking information, legal information, analytical reviews of certain markets and branches of economy. A special place is occupied by the consultancy enterprises, provide a range of services: development of technical-economic explanations and expert evaluation of investment projects, restructuring of enterprises, strategic analysis and the choice of a long-term strategy of the enterprise; management consulting; audit, analysis of financial and economic activities; optimization of taxation and other. In Ukraine with the purpose of effective use of its own informational resource and global information space, the free exchange of achievements of modern science, technology and industry operates a system of scientific and technical information, which should provide: obtaining, processing, storage, dissemination and use of information; developing the market of scientific and technical information, development and improvement of consumers of scientific and technical information and other. Entity of the market of information products and services, are the bodies of the state statistics, since statistical information is an essential source of information for analysis and prediction. The subjects of the market of Internet-services can be divided into three interrelated groups: suppliers, consumers of these products; infrastructure, regulatory authorities, research institutions.

Conclusions. Since there is a convergence of market segments, the intersection of all the major components of information technologies and segments of the market of information technologies gives an idea about the main sphere of information technologies. This allows to determine the boundaries of consumers ' demand for certain products, the forecast of development of the market of information technologies. The most important factor, which influences the process of growth in the number of Internet users in Ukraine, the level of technical structure: availability of computers, communication lines, level of installation of telephones. Market of computer equipment of Ukraine is characterized by instability and saturation, which is connected with the economic situation in the country in General and low solvency of the majority of population. Although recent years, the computer market is showing steady growth rates and assuming a continuation of this trend, we can conclude that it will reach the level of more developed countries, which will depend on the speed of creation of uniform information space and the integration of Ukraine into the global information space.

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