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IDENTIFICATION OF THE INFORMATION ECONOMY NATURE

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ІДЕНТИФІКАЦІЯ СУТНОСТІ ІНФОРМАЦІЙНОЇ ЕКОНОМІКИ

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ИДЕНТИФИКАЦИЯ СУЩНОСТИ ИНФОРМАЦИОННОЙ ЭКОНОМИКИ

Issues of defining the information economy nature are investigated in the article. With this purpose content analysis of the existing in the scientific literature concepts of the defined category interpretation has been conducted. Considering the produced data the authors offered their own interpretation of the information economy, essence of which lies in viewing it as a type of economic system, within which information plays the key role in the development of the main spheres and branches of national production, distribution, exchange and consumption. As well, Process of diffusion of economic relation and information technologies that are being developed within its range, have been visualized.

Key words: information; information economy; information society; economic relations; economic subjects; information technologies.

Fig.: 1. Tabl.: 1. Bibl.: 10.

Розглянуто питання визначення сутності інформаційної економіки. Для цього проведено контент-аналіз існуючих у науковій літературі концепцій трактування зазначеної категорії. З урахуванням отриманих даних запропоновано авторське тлумачення інформаційної економіки, сутність якого полягає у розгляді її як виду економічної системи, у межах якої інформація відіграє ключову роль у розвитку основних сфер та галузей національного виробництва, є невід'ємним елементом реалізації процесів виробництва, розподілу, обміну та споживання. Також у статті візуалізовано процес дифузії економічних відносин та інформаційних технологій, які розвиваються в їх межах.

Ключові слова: інформація; інформаційна економіка; інформаційне суспільство; економічні відносини; економічні суб'єкти; інформаційні технології.

Рис.: 1. Табл.: 1. Бібл.: 10.

Рассмотрены вопросы определения сущности информационной экономики. Для этого проведен контент анализ существующих в научной литературе концепций трактовки данной категории. С учетом полученных данных предложено авторское толкование информационной экономики, сущность которого заключается в рассмотрении ее как вида экономической системы, в рамках которой информация играет ключевую роль в развитии основных сфер и отраслей национального производства, является неотъемлемым элементом реализации процессов производства, распределения, обмена и потребления. Также в статье визуализированы процесс диффузии экономических отношений и информационных технологий, развивающихся в их пределах.

Ключевые слова: информация; информационная экономика; информационное общество; экономические отношения; экономические субъекты; информационные технологии.

Рис.: 1. Табл.: 1. Библи.: 10.

JEL Classification: D83

Target setting. Current functioning of the society can be characterized, first of all, by information technologies, that have already penetrated in the most important areas of human activity and continue to be actively implemented within various social systems.

One of the most important component of the society within which under the pressure of computerization process transformation and irreversible processes take place, is economic sphere. Namely within economic relations at the present moment information technologies develop, that in most cases are produced and created by individual enterprises, establishments, in other words by economic subjects.

Nowadays, in the scientific sphere various researches in sphere of cognition of the peculiarities of information origin and development, finding out the patterns of its functioning in the modern society are being actively implemented. However, availability of the significant number of the outlined works creates pluralism of approaches to interpretation the essence of the defined type of economy, that complicates understanding of its nature and reflections in the modern society.

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Analysis of the recent researches and publications. Researches of the information economy nature as one of the sphered of the information society development can be met in the works of such scholars: Antonenko V.G., Bazhal Yu., Grynkevych S.S., Gruzina I.A., Dziad O.V., Krystynevych S.A., Malyk I.P., Nikolaiev Ye.B., Popadynets O.V., Sukharriev O.S., Tolstikov R.R., Chumachenko M.Ye. and other scientists.

Identifying not investigated parts of the general problem. Despite numerous works of the scientists in sphere of understanding the peculiarities of the information society and information economy development as separate components, at the present day not fully researched are left issues of nature understanding of this type of economy, description of its nature and reflection within the modern society.

Target of the article. This, the target of the article is analysis of the scientific researches to the information economy nature and elaboration and grounding of the author position to this category consideration.

Statement of the main material. We'd like to note that nowadays in considerable number of the scientific works quite often categories "information society" and "information economy" are identified and considered as synonymous concepts. Such approach in general, in our point of view, earn respect, since to investigate information economy without considering the nature and peculiarities of origination and development of the society, within which economic relations are functioning, is not possible. That's why, using category space of the information economy we always have in mind as well the processes of the information society development in general.

However, by its nature economy is manifestation only of a definite sphere of the relations in the society, and that's why the information society is a more global category, that comprises economic component that is being developed under the action of the specific characteristics of such society functioning. From that position we are on the same view with Krystynevych S.A., who by investigating the peculiarities of the information economy development, notes, that by operating such definitions as "information society" and "information economy" many researches consider them identical, but at the same time each of them has its own sense meaning [4, p. 72]. Similar position is shared as well by Grynkevych S.S., who notes, that quite controversial provision is identification by many scholars definitions "information society" and "information economy" ... it is not entirely correct, since economic system is an element of the society structure, accordingly, information economy is one of the components of the information society. However, information economy is created within the information society and manifests all it nature characteristics [2, p. 59]. Thus, it can be stated about existence of ontological interrelation between the information society and information economy.

Within this article the information society is considered as a type of society where information value as an important and essential resource of development of all main spheres gradually grows, in particular: social, economic, political and cultural component, and in ranges of which technologies of information storing, processing and transfer between main subjects of such society are being actively developed.

Let's study in details the information economy nature as a separate category. In Table is given the list of the scientific approaches to this definition interpretation.

It should be noted, that there is no unambiguous interpretation of the category "information economy" in the literature. The scientists continuously improve already existent interpretations, since new ways of functioning both of the information society, and its economic system arise. From this position quite rightly notes Bazhal Yu., that widely spread use in literature definition "information economy" has not yet led to elaboration of clear universally accepted definition of this category [8, p. 33].

Table

Scientific approaches to interpretation the category essence “information economy”

Item	Content of the category interpretation	Author, source
1	Information economy is such type of economy where productivity and competitiveness of the economic subjects depend mostly on their ability to generate, process and efficiently use the information based on knowledge. As well, information economy can be defined as economy where information is a currency and a product [5, p. 27]	Malyk I.P. Tendencies of information economy development in Ukraine / I.P. Malyk // Journal of the Eastern-European University of Economy and Management. – 2013. – Publication 1 (14). – P. 25-34
2	Information economy is an innovative type of the economic activity where the main resources are information and knowledge that provide functioning of electronic business and providing electronic services by state on conditions on cost minimizing for information search [6, p. 94]	Melnychuk O. Development of electronic commerce in structure of information economy of Ukraine/ Journal of Kyiv National University named after Taras Shevchenko. Series „Economy”. – 2014. – No. 8 (161). – P. 93-97
3	In a narrow sense, information economy is a separate sector of the national economy where intellectual product (science, education, etc.) are being created. Information economy in a wide sense is such economic system where the branches in which intellectual product is being created, take central position and considerably influence functioning of all other branches [7, p. 59]	Nikolaiev Ye.B. About the subject of theory of information economy / Ye.B.Nikolaiev // Problems of new economy creating of the XXI century: materials of the III International scientific-practical conference – Dnipropetrovsk, 2010. – V. 1: National strategies of development in conditions of globalization. – 2010. – P. 59–61
4	That’s why it is reasonable to consider information economy as a part of post industrial economy that is defined by progress of science and technique that made the main technical and economic development of the high technologies [9, p. 8]	Tolstiaikov R.R. Main factors of information economy creation: auto abstract of thesis for the degree of Ph.D. in Economics, specialty 08.00.01 „Economic theory” / R.R. Tolstiaikov. – Tambov, 2003. – 20 p.

Source: compiled by the authors.

In general, at first definition “information economy” started to be used in 1976–1977, when the results of inner disciplinary researches of the scientists-economists of Stanford Center were represented, however, its dominants within these elaborations were presented in general, that didn’t allow to identify them for the processes activation concerning state structures transition to sustainable development [10, p. 28].

Difference of information economy from other types of economic relations is due first of all to the change of peculiarities of the society development, within which it develops, that influenced as well on the transformation of the subject of information economy as a science. In general, subject of information economy in most general sense are economic relations that are created in the process of producing, exchange, distribution, consuming of the scientific-technical information and, accordingly, economic laws, under which development of these processes is being realized. It should be outlined, that information economy studies not only informational sector of the national economy but as well economic laws of the industrial production, society-political movement and productive use of the scientific and technical information, notwithstanding in what spheres or sectors of economy these processes re being taken place.

Economic base of functioning and development of the outlined type of economy of course is a sector of the information technologies development that constantly increases its participation in GDP formation and strengthens it role in general and not only economic development of the society. We fully support position of Grytsenko O., that economic bases of the information society are branches of information industry (telecommunication,

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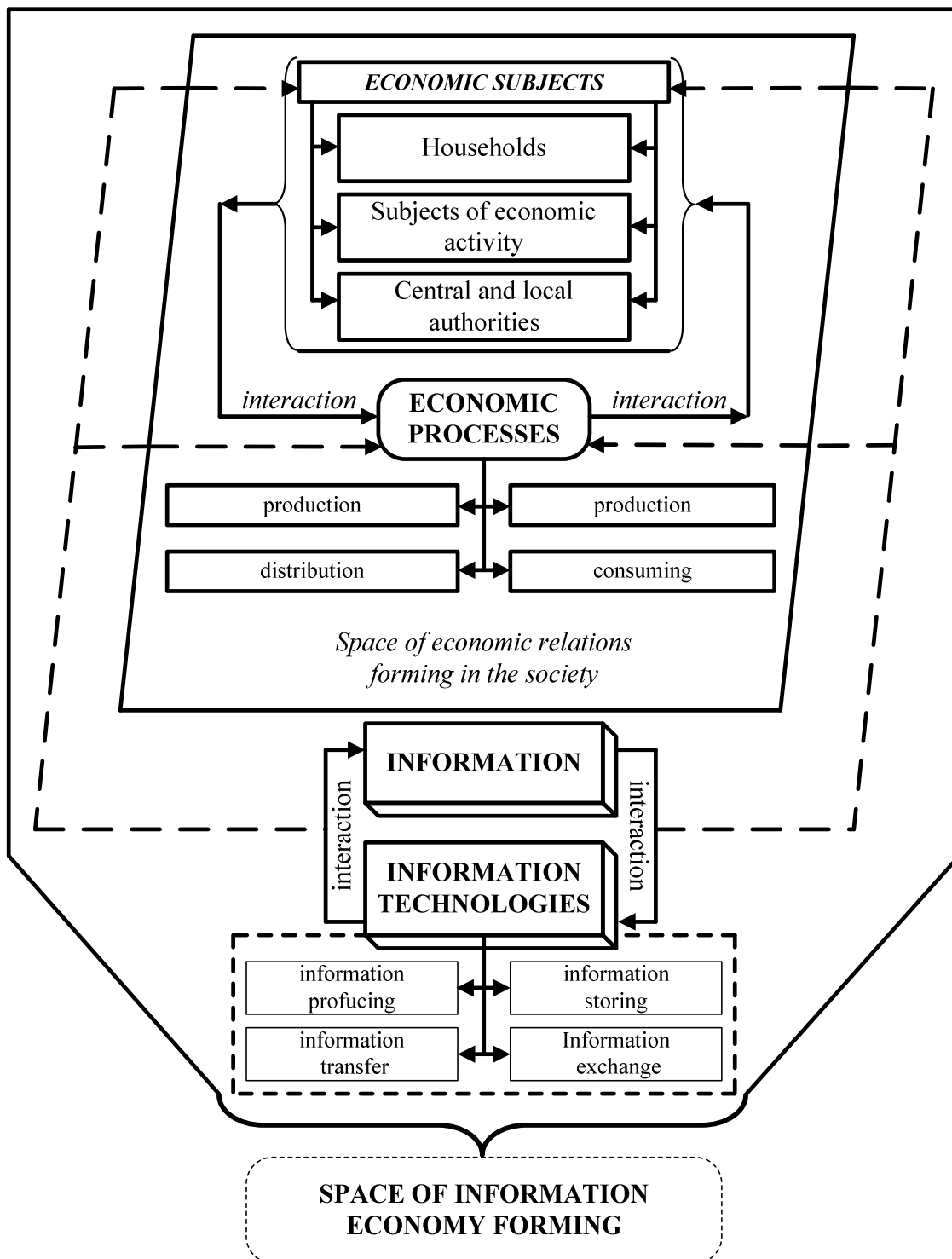
computer, electronic, audio visual ones), that are passing the process of technologic convergence and corporate merging , are developing by rapid tempo, have influence on all branches of economy and competitiveness of the countries on the world arena [3, p. 124].

It should be noted, that definition “information economy” at the present day is used for determination of the economic system, where politics, society and culture depend on producing, storing and access of the information in national and world scale as use of cognitive-information methods of identification knowledge movements (means of its receiving; mechanisms of selection, spreading and transformation, as well accumulation, translation and use in all branches of the national economy).

Thus, taking into consideration all above mentioned, in out point of view, information economy can be considered as follows: *information economy – type of economic system within which information plays key role in the development of the main spheres and branches of the national production, is indivisible element of implementation the processes of production , distribution, exchange and consuming , further development of this system is directly connected with creation and implementation of new information technologies into activity of various economic subjects.*

Let’s visualize nature of economy through construction of its model (scheme). Naturally, the defined description of the outlined category is quite conditional, however it allows to clearly demonstrate difference of such model from others.

As usual, economic system presents itself in classical understanding the nature of this system complex of economic subjects and relations between them. Such interrelations are quite complicated and create the space of economic interrelations arise between the defined subjects that take place in the process of implementation of the main economic processes: producing, distribution, exchange and consuming. Principal difference of information economy is that the information as always penetrates in all economic relations, starts playing more important role in the development of economic relations and, thus, importance of the processes of economic information creation, it’s storing and transfer increases. That, in its turn, transforms all processes of decisions making in economic sphere, since they are based on data that follow various economic phenomenon and processes.



Scheme. Information economy nature

Source: compiled by the authors.

On the other hand, besides transformation of the work process with economic information, as well nature of economic process changes, in their structure start fundamental changes under the pressure of new information technologies development. For example, in process of producing computer technologies gradually start to be used, robots, high intellectual machines, other information systems are used, that quite fundamentally change frames and context of these processes.

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Information economy is characterized by introducing information technologies in production, trade and services, as well by the development of computer network Internet, that is the base for creation network companies and network intellect [1, p. 7].

We'd like to note, that the outlined model is quite conditional and, what is more important, shows information and information technologies penetration actually in all economic processes and, correspondingly, in functioning of various types of economic subjects, that, as a result, flavors information penetrating in all types of economic relations that arise within definite society. As well, such processes in complex create space of the global system of the information economy that is a part of global information society forming.

As well, the outlined model gives the possibility to identify main directions of information and information technologies penetrating in economic relations. We'd like to note that within separate type of economic subjects such changes can differ very much, however, their implementation is always connected with the information technologies influence on the process of their functioning and development.

Conclusion. Within the article special attention is paid to the issues of the information economy essence definition. Content-analysis use concerning the context of the information economy allowed to offer own interpretation of the category "information economy" and consider it as a type of economic system within which information plays the key role in the development of the main spheres and branches of the national production, is an indivisible element of the production processes performing, distribution, exchange and consuming. Further development of such system is directly connected with creating and introducing new information technologies in the activity of various economic subjects.

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