

NEW ECONOMIC SYSTEM OF SOCIETY DEVELOPMENT

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Abstract. The article deals with the information economy as a new economic system wherein information and knowledge are the main products. It is proved that a central component of an economic system is work with information and use of information systems in the process of management. The author substantiates the requirement for the search of new approaches to the solution of problems of development of institutional structures of information economy.

Keyword: knowledge, information, system, information economy, management.

Introduction

Global growth of information and telecommunication technologies, on the one hand, and also the necessity of development of scientific knowledge in the area of theory, methodology and practice of informative approach of study of information economy and society, on the other hand, determines topicality of consideration of the process of formation of information economy. Information turns into a strategic resource and factor of acceleration of scientific, technical and technological development and becomes a part of the real economy.

Information economy as a new economic system of the development of society

It presupposes the conceptual comprehension of the process of establishment of an informative and technological method of production and related to it forming of an information paradigm in a modern economic science.

The evolutionary process of the establishment of information society is represented in researches of P. Drucker, who used a notion "information revolutions" (Drucker, 1989). He worked out the theory of the stages of development, which allows deeper understanding of the logic of establishment of information economy.

The term "information economy" was first used in 1976 in works of Mark Porat, an employee of the Stanford Centre and designated by him as a cluster of industries, engaged in the production of modern databases and facilities which provide their application and functioning (Porat, 1978). He is given the credit for introducing a distinction between the primary and secondary information sector of economy. A primary sector, according to his opinion, can be estimated quantitatively, while everything is much more difficult with the secondary one.

The Revolution in the development of information technologies allowed to talk about a global network, which materialized the globalization of economy. New information technologies, in fact, are not simply becoming the instruments of application, but also the processes of development. The system - oriented analysis of the information economy with due regard to the forming informative paradigm of the economic theory requires additional consideration.

Governments in this system play a key role, being the large users of software (in particular, due to the technologies of electronic national administration and government procurement), and that's why they greatly influence the factors, providing existence of this system.

As we pass on to the information economy the popularity of information processing systems and company management is intensively growing. The increase of fitting of companies with hardware and software of information technologies, which demand support, made companies search ways of solution of a problem of increasing expenses. The use of cloud technologies considerably facilitates the work in those cases, when the potential consumers of the application solution are not incorporated into a local network, possess diverse equipment and aren't disposed to follow any obligatory recommendations concerning hardware and software configuration in the sphere of economy.

The penetration of new technologies in the informative market happens due to its technical constituent and directly influences the information constituent of the market, the part of which is management information systems (MIS). It should be noted that among the tendencies, which we've distinguished the technology of hybrid cloud computing is universally called - for practically for all types of MIS, and basic efforts of most companies will be directed exactly to its application.

The process of globalization generated the new phenomenon, when a global technological leader, which possesses a key technology, in the process of innovative activity and by means of large - scale investments accumulates technologies similar to the basic one or other, substantially extending its principal properties. A synergetic effect from the application of this activity results in the permanent instantaneous "switching" of a leader to the more advanced overriding technology.

Moreover the permanent transformation of industry standards of this market by the technological leaders with the purpose to change it and get greater benefits takes place.

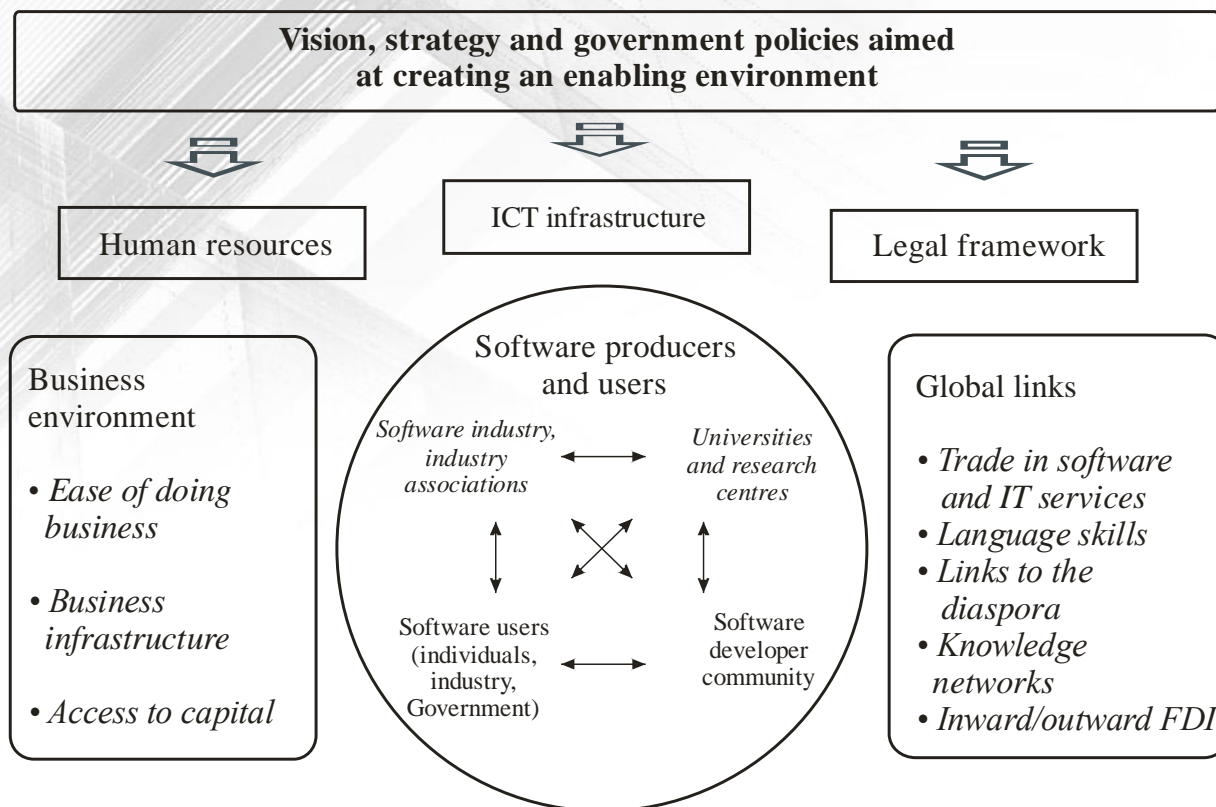


Figure. 1. A national software system (Information Economy Report, 2012)

Conclusions and suggestions

Conception of information economy includes fundamental definition of information society. It's defined as a system of connections and relations between individuals, which appear in the process of interchange of information concerning social and economic activity. Information economy is simultaneously defined as a system of public relations, wherein the information is a basic productive resource.

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