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THE FEATURES OF FORMATION AND DEVELOPMENT OF INFOCOMMUNICATIONS MARKET IN NATIONAL ECONOMY

The article investigates the features of formation and development of the infocommunication in the national economy. It is determined that information and communication technologies (ICT) encompass a set of information and communication facilities and methods of collection, processing and transfer of data in order to obtain a new quality of information. The basic factors that influence the development of the information and communication technologies are specified. Kinds of convergence peculiar to the telecommunications and infocommunication sector in the national economy are justified.

The development of the national economy indicates that information technology is becoming the mode of production, which gradually replaces industrial one, and is based on production and productive use of information.

The transition to an information society determines the need for continuous improvement of an efficient system of dissemination of information, which is a function of market of ICT.

The spread of ICT contributes to integration of business and emergence of alliances of organizational structures inside infocommunications sphere as well as in other fields. Convergent character of development of infocommunications, which manifested itself in creation of converged networks (NGN, IMS), of content and convergent services (Triple Play – voice, data, video, Quad Play – voice, data, video, mobile communication), convergent terminals (smartphone, wireless gateway), promotes the integration of operators, service organizations in service delivery and network access and review of the market and business strategies.

At the same time, information service has similar to communication services specific features of intangibility, inability to move away from from the source and network principle of services distribution. According to the main features of services, production technology, principles of organizational structure, dependence on the demand and infrastructural characteristics, telecommunications (communication) and information services are

close, which is the material and technical basis for combination of these areas of economic activity.

Thus, the economic basis of infocommunications is multidimensionality of processes of production and consumption, which are characterized by:

- cooperation between operators of different types of communication and information services in providing services to one client;
- emergence of virtual operators of infocommunications;
- separation of production and consumption of information and communication services;
- change of role of user from passive client to active consumer.

As a result, the development of information and communication sector and telecommunications nowadays takes place simultaneously in several areas: liberalization, privatization, integration, internetization and globalization, and most importantly – gradual introduction of innovative technologies, including the latest gen-

eration of networks, designed for better convergence of information, multimedia, computer formats and services.

As a result, it can be argued that before the last third of XX century telecommunications industry did not play any important role in either international trade or the economy of individual countries, but at the beginning of XXI century together with informatization it became dominant for national economies of many countries. This rapid increase in intensity of information processes is the most important essential feature of modern science and technology.

ICT is the driving force of convergence of technical means of processing and transmission of information observed in recent years. Further research of information and communication technologies requires the development of an effective model taking into account a number of factors affecting the distribution of products and services for these technologies.