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MODERN TRENDS OF OPERATION OF TELECOMMUNICATION COMPANIES IN THE SERVICE MARKET

Development of information society, expansion of information technologies (IT) in all spheres of human life and branches of economy became a principle of further evolution of civilization. Developed countries keep transferring to information service and technology economy, where the major part of GDP is provided by the activity of production, processing and dissemination of information and knowledge. Almost all specialists, economists, and politicians are aware that IT development creates the basis for modern economy and welfare.

There always arise questions: what level of informatization the state is in? How efficiently functions telecommunication services market? What are the further perspectives of operation of telecom-

munication businesses? To answer these questions it is necessary to compare general indicators of market development, assess the level of development of the technical basis for informatization and perspectives of development of telecommunication enterprises in Ukraine.

Determination and analysis of modern trends of functioning of telecommunication companies in the service market allows noting positive changes and development of information and telecommunication infrastructure. Introduction of perspective and modern technologies in telecommunication will contribute to rapid development of information society, improve standards of living in general, allow enhancing profitability of activities of telecommunication companies and their further development.