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The information component features of modern stage of economic development and knowledge based economy

Annotation. Information is considered as a basis for economic transformation. The features of the information component of economic functioning and development of knowledge based economy, causing the need of high level information support.

Keywords: economics, information, information support, knowledge based economy.

I. Introduction. Nowadays the main theoretical basis of the economic growth process of developed countries is the concept of knowledge based economy [1]. In consequence of this, the transformation processes in the economy are increasingly occurring virtually in each of them, so Ukraine should take this into account when determining its strategic objectives. Only a significant change in information and knowledge technological component of Ukraine's competitiveness may give it a high place in the economic ranking [2, p.. 354].

"Knowledge Economy (knowledge capacious economy) is the economy in which the growth source is as specialized (scientific) and daily knowledge as well, in the result of their use the process of knowledge accumulation and usage becomes the dominant factor on the level with natural resources, capital and labor in consequence of what competitiveness is constantly growing... "[2, p.. 310].

Knowledge based economy is identified as the one, where in fact the main factors of the development are innovative labor and intellectual capital. It is emphasized that the knowledge economy creates high-tech products and provides highly qualified services and also uses and disseminates knowledge for the development and the growth of competitiveness, which is implemented by

information, communication and other technologies. Its basis is highly skilled jobs and innovation oriented personnel [3].

Thus, among the features of the current stage of economic transformations connected with the transition to an economy based on knowledge, it may be noted: increasing dependence on human capital, innovation activity development, the transformation of knowledge and information to the foundation of economic processes, the active knowledge generation by human as a result of information rethinking, which is their main resource, the need for a high level of human intelligence, its maturity and intellectualization of all spheres of society activity, strengthening education role and training need within the span of whole life, the growing importance of science, activation of knowledge transfer, increasing the dependence of the economy on the level of society activity. These characteristics intensify the need of information and promote the growth of its volume and the activization of information flows. This information is suggested to be the basis of economic transformation that stipulates the research currency of information aspect of the formation and development of the knowledge based economy, especially taking into account the lack of attention of researchers for its examination.

II. Statement of the problem. The aim of the article is the research of the features of informational component of the current stage of economic development and knowledge based economy.

III. Results. Knowledge based economy is the economy, the development of which is stimulated by knowledge that becomes the basis of material production due to the constant design and application of innovation, the basis of which is information resources, products, services, technologies and communications [4].

According to this essence of knowledge based economy, the most important factor of its formation and development is the promotion of innovation activity, fundamental researches and the implementation of high technologies.

The development level of science, knowledge-intensive types of economic activity and technology forms the background of economic growth. The materialization of scientific knowledge leads to changes in production [5, p.. 208].

The availability of influence trends of technologies of other activities on economic entities or activities that was marked by P. Drucker, leads to the need of learning, applying and modifying the technological knowledge [6, p.. 44]. In fact there is a need of continual knowledge upgrading the and available human potential in the entities.

The leading scientists of Ukraine note that its economic and social development in the XXI century "is directly related to human potential development and the degree of its use." In postindustrial society, which Ukraine strives to, the human factor plays a major role [7, p.. 42]. This means that the volume of knowledge and their generation make a significant effect on economic development and transformative processes in the economy. The high paces of economic growth are associated with the volume of human capital under present-day conditions.

Human capital is knowledge, experience, abilities, skills and capabilities of personell, used by it during the activity. As the abilities, experience, skills and capabilities are factually the result of the use of knowledge by human, who owns it, the human capital is, in fact, the amount of accumulated human knowledge and its ability to transform information to knowledge with the next materialization of them in the innovative direction.

Education forms the basis of human intelligence, used in following activities for the knowledge generation. It facilitates the accumulation of specific skills and experience in certain tasks carrying out, provides continual knowledge updating.

From the factor of the simple reproduction of the productive forces knowledge turns to the engine of progress, the amount of which increases exponentially, and in accordance with this activation of an effective flow of information is needed.

Knowledge, as noted by Academician V. Heyets have information dimension, that is their basis is information and the process of dissemination [2, p.. 302]. According to the statement by P. Drucker, knowledge is a person's ability to apply information to particular work [8, p. 117].

As information is the basis for scientific, research, educational activities that implement the essence of a new type of economy, it can be considered as a basic

component of the knowledge based economy, information base of economic transformations used by human for knowledge generation (Fig. 1).

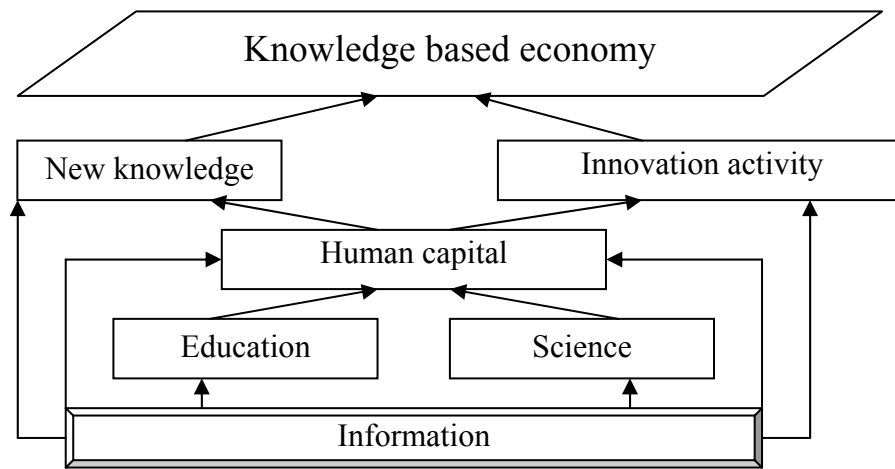


Fig. 1. Information as a basis for economic transformation

Source: by author

Information is the attribute of the object or phenomenon that takes the form of number or text after human or computer processing. It is inseparable from human consciousness, produces and consumes by human, and becomes knowledge after mastering [9]. Information is the data about events, facts and phenomena that are transmitted in time and space, are used to maintain existing knowledge and to get a new one [10]. Information becomes the main component of this process, that requires a high level of information support.

So, in society, particularly in the economy, the processes associated with information and information support, get some changes (Table 1).

Information support is the creation of the conditions for meeting the needs in information through the use of combination of methods and means of its obtaining, processing, storage and usage [11].

Table 1

Information aspect of the features of current stage of economic development and knowledge based economy

Indicator	Current stage of economic development	Knowledge based economy
The role of information	Auxiliary, the lack of consciousness of its importance in the economic growth	Main, the recognition of a key information resource for economic growth
Types of information	Focus on economic and social (entertainment, advertising) information support	Structure change of information: shifting emphasis to the scientific, technical and technological information support
The character of information needs	Relating to particular areas of society (economic, social)	Need of information on all scope of society's activity
Informatization features	Development of program-technical component	Development of program-technical and intellectual component
	Low level of information support	High level of information support by providing reliable pertinent information
	Supporting primarily economic entities with economic information, entertainment and advertising information for the public	High level of awareness of society concerning all areas of its life
	Low level of computer support of economic entities and population	High level of computer support of economic entities and population
	Limited access of business entities and the public to Internet	Wide access of business entities and the public to Internet
	Lack of information technology use	Information technology is the foundation of the knowledge based economy

Source: by author

The level of information support of the economy depends on the availability and quality of information focused information resources and products in the entities on the base of information (information capital). Qualitative and effective support of their economic entities by them is important as a simple increase of information volume does not guarantee the possibility to satisfy their information needs concerning certain issue, if deficiencies of semantic character and information support organization are available.

The organization of the meeting the information needs of business entities needs to ensure a free, including gratuitous access to information resources. But it must be taken into account the interests of entities, worked with information (information

products) as with a commodity, that is spent certain funds on working with it (structuring, processing, storage, delivering) and seek its reimbursement. The Implementation of the approach of free access to information is not completely solved only by free of charge, because even if the consumer does not pay for the information, he actually pays for the opportunity to see it, especially for the Internet use.

IV. Conclusions. Grounded features of the information component of economy determine the role and place of information in the development of knowledge based economy.

Knowledge based economy causes more strict requirements for information and, accordingly, information support, which should cover all processes that are carried out by economic entities.

Special attention should be given to the information support of education and science, the process of human capital formation, innovation activity development, application of achievements in scientific-technical progress, the transfer of knowledge. For the establishment and development of the knowledge based economy, a complex information support is needed to facilitate the formation of knowledge and their materialization.

Ukraine's craving to build the knowledge based economy, needs to solve the problem of the organization of its information support considering its role in the economy development.

Obtained research results should be expediently used to justify the methodological basis of the organization of support the economy with information. The practical significance consists in the possibility to use them to formation of a national information space.

Among the main directions of following research it should be noted: supporting economic entities by external information flows, the real rating of information as a resource and its importance for the support of effective activity and economic development, the improvement of information support organisation.

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