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**АКТИВІЗАЦІЯ
ІНФОРМАЦІЙНИХ РЕСУРСІВ
СУСПІЛЬСТВА ТА
СТИМУЛЮВАННЯ
ЕКОНОМІЧНОГО РОЗВИТКУ**

**ACTIVATION OF INFORMATION
RESOURCES OF SOCIETY AND
STIMULATION OF ECONOMIC
DEVELOPMENT**

Анотація: У роботі визначено, що інформаційне суспільство, яке розвивається на основі інформаційних потоків та активної інформатизації, – це суспільство, яке знаходиться на тому етапі розвитку, коли основні матеріальні, енергетичні та організаційні ресурси можуть бути реалізовані за допомогою інформаційних ресурсів, тобто, вони мають комплексний характер і самостійно розвиваються, організовуються та підтримуються державною політикою.

Ключові слова: економічний розвиток, інформаційне суспільство, інформатизація, інформаційні ресурси

Abstract: The work determined that the information society, which develops on the basis of information flows and active informatization, is a society at the stage of development when the main material, energy, and organizational resources can be actualized with the help of information resources, that is, they are complex in nature and independently develop and organize and supported by state policy.

Keywords: economic development, information society, informatization, information resources

Social structures and institutions necessary for the activation of society's information resources and the corresponding stimulation of economic development are educational institutions, standards of information culture, and a community of corporate cultures. Of particular importance in terms of the intellectualization of social components of enterprises, organizations, and households are the selection and arrangement of personnel, the selection of talents, and the determination of the place and role of each individual intelligence (each person) in the system. Currently, in Ukraine and in the world scientific opinion, an important direction is being formed - the intellectualization of economic and social systems. It is important to organize research of an applied nature (preparation of methods, projects, recommendations) in relation to raising the intellectual level of certain social subsystems as part of the work on informatization of society. It is about the development of the modern information society and, as its integral basis, the national intellectual environment [1,2].

Analyzing the world experience of the development of the information economy, it can be determined that the development of mechanisms for the formation of the

information society is the focus of attention of many countries of the world as a necessary condition for the transition to a new, higher level of social development. In this way, the key role in the processes of development of the information component and activation and optimization of informatization processes is determined[2,3].

The main tasks of the information programs of all states that have embarked on the path of informatization of society are: determining the role and tasks of the government and private enterprises in the process of building an information society; improvement of the legislative framework, legal support and protection of information processes; formation of accounting principles of state information resources; optimization of the fleet of computing equipment, technologies, telecommunications and other means of communication; carrying out a policy of raising the general educational level in the field of information for all layers of the population; development of pricing and investment mechanisms for information processes and acceleration of information infrastructure development on this basis; solving issues of simplifying international information exchange using all available means (conferences, exhibitions, exchange of specialists, etc.). Recently, the influence of information technologies on modern society and the national economy is so significant that it is necessary to state an information explosion and even an information revolution, comparing it with the industrial revolution, which led to a radical transformation of the world socio-economic environment. In many ways, these problems are due to the pace of development and the effectiveness of the implementation of informatization processes [1,3].

In Ukraine, according to the author, it is necessary to state not only the problems and imperfections of the development of informatization, but also to determine the information crisis. This is a stagnant crisis of a systemic nature, which is confirmed by the increase in the volume of information with a continuous decrease in its quality parameters; prices for information products and services (without a corresponding connection with quality changes); amount of unpublished information; volumes of documentation after the introduction of technological components of informatization; as well as the lack of methods for evaluating the effectiveness of the implementation of informatization processes; comprehensive assessment of informatization and determination of its complex development parameters; state policy on the formation of information culture.

The processes of informatization of the national economy in Ukraine are filled with new relevant components: telecommunications; network information technologies, a set of information resources; computer equipment, network equipment and software; applied information technologies; ensuring information security; qualified personnel and the system of their training and retraining; theoretical, methodological and methodological support; as well as regulatory and legal support; standardization and certification; classification and coding of information; production and implementation of information infrastructure components; forming the foundations of information culture.

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СУТНІСТЬ ІННОВАЦІЙНОГО ПІДПРИЄМНИЦТВА

THE ESSENCE OF INNOVATIVE ENTREPRENEURSHIP

Анотація: У тезах розкрито основні теоретичні аспекти інноваційної підприємницької діяльності. Розглянуто різні наукові погляди на сутність даного поняття та виокремлено деякі його особливості. Також були охарактеризовані мета, принципи, ознаки, функції та умови функціонування інноваційного підприємництва.

Ключові слова: підприємництво, інноваційна діяльність, інноваційне підприємництво,

Abstract: Theses reveal the main theoretical aspects of innovative entrepreneurial activity. Different scientific views on the essence of this concept are considered and some of its features are highlighted. The purpose, principles, features, functions and conditions of functioning of innovative entrepreneurship were also characterized.

Keywords: entrepreneurship, innovative activity, innovative entrepreneurship, innovations,