FEATURES OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE CURRENT CONDITIONS OF THE UKRAINIAN ECONOMY

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The article analyses the role and place of new information and communication technologies, especially their use in the modern economy of Ukraine. Also, it examines the influence of the modern information and communication technology on the economic development. Problems of analysing the information and communication revolution in the information market of Ukraine are outlined. Problems of IT market in Ukraine are substantiated and their solutions are proposed. The main trends and strategic guidelines for the further development of the information economy in Ukraine are revealed. The market of information and communication services as one of the important components of the innovative economy demonstrates high growth rates, outrunning the growth rates of the economy as a whole.

The use of new information and communication technology not only allows information systems of business units to respond to constant changes in the market environment and put its influence but also increases the stability and competitiveness of companies, increases the speed of the interpenetration of national economies.

An assessment of preparedness of the country to the formation of the economy, based on knowledge, in terms of aggravation of international competition, demonstrates the key role of information and communication sector in shaping such an economy and thus ensuring the international competitiveness of the country.

Another key stimulant of economic growth is the ability of citizens to acquire, store, and use information as a result of the dynamic development of information and communication technologies.