

INFORMATION ECONOMY AS A PLATFORM FOR NETWORKISATION

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Information economy (IE) has made a foundation for the post-industrial society. As a result of information revolution of late 1980's – early 1990's, uneven social and economic development of the countries reached its pinnacle which was termed as polarisation. The post-industrial countries with the high level of ICT development were set aside. The ICT Development Index is used to evaluate the degree of IE. It is based on 11 ICT indicators, grouped in three clusters: IT access, use and skills. In 2015, Ukraine was only 79, due to its underdeveloped political and regulatory environment, low IT use by the government, and lack of a clear action plan within the government how to proliferate IT use and to make the nation more competitive.

As on the company level the impact of information increases, it is necessary to study its impact on changes in the system of a company management, a need for a new organisational structure, and to apply tools with which to identify its efficiency under

new economic conditions. Hence, there is a need to review one's perception of how a company's operation is organised, because a synergetic management system is more relevant to a network-type of an organisation in terms of the efficiency of their applications under the conditions of information economy, and the development of principles and models on how to intensify company interactions within a network.

In information economy, joining a network structure is of great importance for the companies that belong to different industries and play different roles in a supply chain, or even compete in different industries.

Networking organisational structures can be developed as part of the company strategy aimed at building new technological processes due to partnership relations with another company or joint branch offices. Networking structures are recognized for their communication method, approaches to building competitive advantages, and regulatory framework.