

INFORMATION SOCIETY AS A PLATFORM FOR ENTERPRISE COMPETITIVENESS

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Modern trends in the development of information and communication technologies (ICT) form a competitive platform of the key drivers of socio-economic progress. Their widespread use contributes to the rapid transformation-innovation process in many sectors of the economy; improving the quality of life; effectiveness of business and public administration; emergence of new forms of learning, communication and socialization; providing access to a large array of information.

Theoretical understanding and scientific basis of economic and social development allowed us to determine the definition of the information society, introducing information and communication technology stimulates the dynamic development of the economy, the competitiveness of enterprises, the effective management tools of business, which leads to innovate and improve the welfare of the country.

Using the ICT development index that combines 11 indicators that make up one reference value that can serve for monitoring and comparing developments in information and communication technology in different countries and the network readiness index NRI, which is being developed by the World Economic Forum and carries out a comparative analysis of information society development, is determined by positive dynamics of development of information society in Ukraine, but there are required additional impetuses for a more dynamic way. One of the possibilities of a breakthrough – the introduction of 4G and 5G networks with the development of tactical and strategic levels of development with the assistance of qualified domestic manufacturers, telecom operators, venture funds, research organizations, that will allow forming the industry leaders. Leadership will give the right to outline the drivers of the future and build a competitive advantage.