

ECONOMIC DEVELOPMENT OF RUSSIA ON THE BASIS OF INFORMATION TECHNOLOGY

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In the article the problems and prospects of applying information technology in business and social sphere are considered, the development trends of new forms of economic relations is analyzed. On the basis of studying economic dynamics and expert appraisals the conclusions about the prospects of the development of information economy in Russia are made.

Modern economic development is in many respects connected with the inclusion in business processes and economic relations of high-efficiency instruments of information management. The application of high technologies ensures high profitability and competitiveness to the companies on the domestic and the world market. In Russia the problems of increasing the productivity and efficiency in the extracting sector are extremely sharp, both in the manufacturing industry, and in trade. However, information technology is still extremely poorly used by the Russian enterprises.

Information technology has high potential, but its effect on business processes and relations differs depending on the branch of economy, the direction, the method and the intensity of its application. The introduction of the automated information systems provides the following opportunities:

1. In production: to increase the range of goods in the answer to consumer demands with greater speed.

2. In management: to reach the development of productivity of work via the improvement of quality of management and motivation, business planning, the accounting and the control over business.

3. In commercial activity: to reduce to minimum the risks of the lack of information, to accelerate the creation and development of trade relations, to cut down the expenses connected with information search and utilization, to use new, more effective instruments of sales and advertising.

On the basis of technical progress economic relations in the company are transformed, too both in terms of quality and the essence of relations. In business practice there is a constant evolution of forms and methods of coop-

eration. First of all, it is a question of commercial, inter-corporate interaction which constantly develops in search of more favorable conditions of contracts. The most effective decisions "settle" in customs of business turn-over and become business interaction templates. Changes of economic relations are caused by:

1. Specificity of most information products. There are changes in property and assignment relations.

2. New technological level. On the basis of IT tools, such as the Internet and the digital signature new channels of transfer and business information distribution: remote sales, training, consulting, document circulation emerge.

3. Superfast growth in the numbers of market participants of the information products, and in the number and versions of information products.

Information technology ensures evolutionary development of the forms and contents of economic relations, processes, and the qualitative level of economic interaction. The relations in information economy are characterized by:

1. High dynamism.

2. High rationality

3. Low transaction costs for the account.

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