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INFORMATION ECONOMY AS A NEW FORM OF ECONOMIC RELATIONS

The main features of the world economy system transformation based on the formation of digital (network-based) economy were described. The new tools of economic agents' joint activities forms of organization were indicated. The attention were focused on the development of network economy.

Key words: globalization, network economics, social reproduction, socio-labor relations.

The economy is a complex dynamic system, where various quantitative and qualitative changes occur because of the development of society productive forces. The transformations carried out on different levels: general civilization and local civilization, horizontal and vertical. Changing the starting points of human history: a preliminary stage of development is completing and a new one is beginning. The world economy has a high rate of development and came closely to IV technological paradigm. The "society of gigabytes", new economic complexities and technological problems are forming. Markets of the future will be high-tech.

The rapid implementation of information and communication technologies creates a new global business environment, based on electronic networks – "network economics". Information economy called "Numeric, symbolic". Global coverage is its defining feature [1, p. 15, 17]. Scientists designate it as a form of economic order, as a system of "new economic relations in a fundamentally new space" [2]. This network is economic relations of another essential order. It is realized, said A. Gal'chyns'kyi, as system structure of metaeconomics, trans market economy [3, p. 418]. Information becomes a resource.

The network organization of the economy based on the use of information technology causes deep essential transformation of social reproduction process [4]. The network replaces the industrial and territorial principle of organization. Changes in financial relations involving separation of money from its commodity base and sphere of material production. Scientists believe that the deformations of the free market and competition cannot be prevented. Therefore, the

necessity for rebalancing capabilities and ambitions in global economy is forming, and thus toolkit of its implementation and achievements [5].

Internet technologies and created under their influence network information structures stimulate the development of the digital economy. The availability of electronic network allows its participants to have the opportunity to establish with minimal spending various relationships almost at anytime and anywhere in the world. Various types of network structures became its basis: a network of global financial flows, a network of mass media, etc. [6]. The system of electronic payments and e-commerce etc. affected it. Networks of various nature are converted into mutual insightful. They are united in a global world economic system. Network structures have become a tool of globalization. The economy of the new era and a new type of relationships, writes M. Castells is digital and global [6].

Ideas of information (network, digital, electronic) economy were formed by foreign scientists: Daniel Bell, John Kenneth Galbraith, Peter Ferdinand Drucker, Manuel Castells, Alvin Toffler and others. In various aspects of this subject is actively investigated by many domestic scholars, such as A. Galchynskiy, V. Heyts, L. Kit, T. Nosova, O. Toporkova, L. Fedulova et al. This issue requires further research due to its immensity.

"Network Economy" is the result of merging its various components into ensemble: the information economy, the digital economy, the knowledge economy, the high-tech economy. Expanding of its scope is stimulated by the development of internet technology, formation of a global information and communication environment, increase of the number of economic agents, organization of appropriate infrastructure for their socio-economic activities; creating new forms of joint activities of people in terms of such communications; forming different networks structures.

In the economies of developed countries under the influence of the information revolution take place the profound structural changes. Technological innovations modify business environment.

The effectiveness of network economy is determined by many favorable effects of its consequences. In particular, these are low constant and marginal costs, rapid dissemination of products, the minimum costs of various forms of business organization and promotion, involvement a large mass of consumers etc. Scientists point out that the value of the products of labor in such economy stems from their abilities and the value of participation of people grows exponentially according to increasing number of participants [7]. The activities of transnational companies facilitate the transformation of traditional institutions in the network structures.

In the global information and communication space appear new economic, social, technical possibilities for expansion of the network economy. Various types of economic and social interaction of actors and their new forms are transferring into this environment:

- "business - business": wholesale, electronic exchange;
- "business - consumer": retail, online shopping;
- "business - administration": public procurement market;
- "citizen-administration": e-government;
- "consumer-consumer".

Formation of the network economy as a new form of economic order has a variety of consequences:

- information network is gradually becoming the antithesis of the market. These are economic relations of another essential order (metaeconomics or trans market);
- deep essential transformation of social reproduction process occurs (information becomes a resource);
- industrial and territorial principle of organization is replaced by the network;
- changes in financial relations involving separation of money from its commodity base and sphere of material production;
- economy operates in a high-speed of real-time and has a multiplier effect with the new acceleration;

- the saving work (social) time effect becomes a decisive factor in social (including economic) progress.

The rapid transformation of the modern world, re-structuring of international economy, its significant conjuncture fluctuations happen on the background of the global technological modernization of production on the basis of the transition to high-tech and resource-saving technologies, worsening problems of resources and environment, intellectualization and virtualization of economic relations. The competition conditions become stricter. Instability and intensification of economic development is growing. Scientists emphasize that "the world stands on the brink point of systemic revision of international economic development principles" [8].

Network economy has given to countries of the West overall competitive advantage over the whole world. Despite this is a current model, it is a development of model of center-peripheral arrangement of the world, which was founded in initial period of the formation of bourgeois formation [5]. Developed countries use tools of economic protectionism. Using the network economy as a new form of economic relations provides many positive aspects to social development. However, there are also ambiguous processes. Due to wide range of mechanisms including foreign in dependent countries is generated backwardness, underdevelopment, enclave linked to metropolitan economies [5].

The paradigm of the world development is the concept of neoliberalism (global monetarism), liberalization without limits. The new economy with supranational political and economic regulation has been rapidly forming owing to technological progress, growing role of transnational corporations, free movement of capital, destabilization of economies due to political and financial crises, growing influence of power centers and institutions of world order. Conditions of competition become more stringent. The world is developing in the turbulent regime of multipolar chaos, uncertainty of the economic situation. Financial markets are too mobile. The global economic and political uncertainty "covers" states. The economic system is transforming, constantly feeling the effect of external factors affecting its internal system [9].

There are many problems of underdeveloped economies: the relative duration of the transformation processes in the economy; the necessity of deep institutional changes associated with the transformation of ownership, creation of a market and post-market infrastructure; restructuring of economy on the technical, technological and resource base; transition to new sources and factors of economic development; social policy restructuring.

Increasing in productivity could be met due to new points of growth. Changing demand for professions and competencies leads to the emergence of new approaches in activities of social and labor relations (employers and employees) with their inherent motivations and economic interests.

Many economists, including Tomáš Sedláček [10], indicate problems of investment in human capital, equity and wealth distribution. With the growth of labor productivity, inefficient employment will be declining. In the nearest future, a fundamentally new model of human capital management will be created.

Credit and tax regulators are needed for the increase of the productivity and energy efficiency. There is also a necessity for a flexible job market and renovation of current professional standards. The development of SME requires formation of niches in the economy, which is a very complex process. This requires involvement of large corporations. "Business navigators", which would give information on the socio-economic needs, should be created. State support of export-import companies is important.

Ukraine faces significant socio-economic changes. Economic paradigm, benchmarks of development, resources should be created. Scientists emphasize that pseudo-market Ukrainian economic environment means that the principles of coexistence of market and state are distorted. There are different priorities, significant and deep underlying imbalances in the process of social reproduction, the spontaneity of these processes. Authorities try to remove public resources and concentrate it in their hands [5]. The concentration of capital in the hands of a small proportion of the population demonstrates the profound asymmetry in the distribution of national income [5].

There is an urgent need in development of a policy of state stimulation of positive social and economic changes based on appropriate institutional conditions creation.

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