

Information Infrastructure of Small Business Development

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Abstract: The article considers the control system of an information infrastructure of development of small business and its role in public welfare increase. It is proven that in the information market the state has to actively regulate information relations that arise when doing information processes of the production, collection, processing, accumulating, storing, searching, transferring, distributing and consuming the information.

Key words: Infrastructure • Information • Enterprising • Business

INTRODUCTION

The market of informational resources represents the way of interaction between separate independently deciding economic entities regarding purchasing and selling the information in order to optimize economic interests of all of its participants. The participants of the information market are households, companies and the state [1, 3].

The market stimulates the development of informational support, production and wide dissemination of modern means of transfer, processing and storing information. The growth of informational needs and, therefore, the demand for the information technology and services in Russia is based on two groups of factors. On the one hand, that is the reflection of the general world development tendency characteristic of industrially developed countries in the second part of the 20th century, on the other hand, there are specific reasons of the accelerated informational support that was seen in Russia in the recent years which is, by all means, closely related to the transfer to the new economic order.

The development of informational support all over the world is significantly caused by further development of the market communication function in the conditions of deeper separation of labor and complication of economic connections, searching new sources of competitive advantages both in the internal and the external markets. The market has created a favorable competitive environment for small business.

RESULTS

When the transfer to market economy took place in Russia, specific factors started working that stipulated the fundamental crisis in the development of informational support: the switch from the centralized controlled economy to the market system that has different informational nature and giving different requirements to the contents of the information and the quality of informational processes; liquidation of the state monopoly for information; the inclusion of the country into international economic connections and, therefore, into the world information space.

All the listed factors fundamentally change the informational needs of small business both quantitatively and qualitatively. The growth of the private sector in the economy promoted the specification of property rights and creating interest in market participants in free information exchange.

Creating a modern informational society requires solving the tasks of forming the modern informational sphere, providing effective development of mass media, forming informational resources and their management, preparing informational products; providing informational services. The transition period in Russia led to the need to change informational interactions between economic entities and impacted the structure of their informational needs.

The state has to actively regulate informational relations in the information market that are created during the performance of informational processes of production,

collection, processing, accumulating, storing, searching, transmitting, distributing and consuming the information. A new system of standards and relations, protected by the government, is born in the informational sphere. A new industry of information law is standing out.

Information is the main object regarding which and in connection with which public relations that are regulated by the information law appear. Owners of the information, the producer or the holder of information and the consumer are the subjects of informational relations [5].

At the present moment we notice the boom of the informational community. Informational technologies take up all the spheres of human activity: the right of free access of citizens to informational resources of the whole civilization is accomplished, the problems of the informational crisis are resolved, the institutes of small business informational support are formed. Other than the future opportunities for flourishing in the information civilization, the society is threatened by dangerous tendencies. The threat can be in the danger of false information and deceptive information about a persona, company, state, society, violation of information rights and freedoms; danger of non-sanctioned access to the limited access information, commercial information. The balance between the national security and freedom of mass information dissemination can be disturbed.

There is an advancement of the development of the authorities' information system compared to the information system of companies and the civil society due to financial problems and absence of practical skills and experience of fast newest technology implementation.

There is an unevenness of development by regions that leads to the threat of informational space integrity and the danger of the break between «the informational elite» and consumers. Small companies created at large companies are in the same information conditions as those that are independently doing business in the market. Besides, there is an unevenness of the informational market development in different countries.

By the end of the 20th century some features have been defined quite well and they became the dominant signs of the 21st century economy. Modern achievements in the development of global informational and communicative technologies led to the formation of the global electronic environment for economic activity which, in turn, opened new opportunities for the organizational and institutionalized design in business and other spheres of the social and economic activity of people.

Within this article we are considering the questions related to the functioning of information in the economics, the substance of the informational benefit, the action of economic laws towards informational products, forms of information and knowledge existence and their participation in economical processes and relations, approaches to the determination of the value and price of information in the forming economic conditions based on the transfer of many countries to a qualitatively new stage of development, i.e. informational economics and the corresponding transformation of interactions in the market economy.

It is known that people need access to amenities for existence, i.e. to such objects, phenomena, work products that satisfy their needs and provide the achievement of certain goals and desires. One of the fundamental economic laws is the law of increasing demand [8]. As people develop socially and economically, people's demands increase and are characterized by a greater and greater variety. At the present moment, the need in information for separate individuals as well as organizations is becoming more and more relevant. Various forms of information and knowledge visualization work as the amenities that satisfy the person's and organization's informational needs.

We can suppose that information is an economic advantage and it participates in economic relations as a resource and as a specific economic amenity — the goods, i.e. a product made for exchange. In relation to this we find it important to determine whether information is a private or a public amenity. Based on how numerous the forms of information manifestations, opportunities to include it in the economic activity are, the information that is different in terms of content and forms of recording can be placed with both public and private benefit.

Information is a public benefit by its nature. However, at a certain point in time, information can also be a private benefit. An example of that can be some internal company information that concerns specifically the potential of development of the company at this point in time. At the same time, indestructibility in use, the possibility of many people having the information at the same time because in the process of transmission of information it is acquired by the recipient, but it does not disappear from the sender. Also, the difficulty of separating the information benefit into separate parts allows to define information as public benefit. At the same time, not all the information or the knowledge keeps its integrity for those who have it when it is disseminated. That is why, we believe that it is correct to make a

conclusion that the information in its different forms and at different times represents both the public and the private good in economic relations. Therefore, with time, the information and the knowledge move from private benefits to public benefits and form the public fund of information and knowledge.

Informational benefits, both private and public, independent of the form of their existence, satisfy certain needs of market subjects and provide the achievement by them of certain goals which stipulates the informational products having consumer cost. In turn, the economic value of informational benefits is created both in the process of work which requires certain expenses [9]. An essential importance of the informational product is the mechanism of forming the price for it. If there is an opportunity to determine the price for the product from the point of view of the expense on producing it for material goods and many services, then the determining factors for informational products are usually their usefulness, or rather, the effect that can be achieved from future use of informational products. The usefulness of knowledge for a customer depends on the usefulness of decisions received through knowledge.

In the economic activity, information as a way to decrease the uncertainty and risk represents a bigger or smaller value for the consumer based on the level and the usefulness of the decision made, as well as from the uncertainty degree decrease. Knowledge as a product for future commercialization, for example, objectification in means of work, products, technologies, have the value based on the sizes of probable future income from commercialization.

CONCLUSION

Information, irrespective of the forms of its existence and use in economic activity, is fundamentally different from such resources as capital, natural resources, labor, which significantly impacts the typical features of information circulation in the economical system. Therefore, studying the meaning and characteristics of information and knowledge presents special interest, as well as does the analysis of production process and its circulation as a resource and a product.

It is evident that in the conditions of informational economics the speed and the quality of processing new information signals, knowledge appears to come to the forefront. The swiftness of getting economic reality impacts the uncertainty and the stability of companies, markets and national economics.

This allows to make a conclusion that information is an economic resource not only in certain forms and when there is certain content available, but also at a certain time. Material resources in the process of production move their cost on products and services as a result of which after the end of the production cycle they stop existing. Information does not disappear but stops having economic value due to the loss of relevance or impossibility of using it. We can be talking about the fact that information has the property of limitation at certain time, that is why the speed of receiving and using it impacts the benefits from its use in economic activity.

In our opinion, information and knowledge can be called a subjective resource, i.e. the resource, effectiveness, as well as possibilities in general and the forms of using it in the economy mostly depend on the individual characteristics of economic agents. This is demonstrated on different levels and at different aspects of consideration. In one way or another every person does analysis and interpretation of the information he receives, as well as creates informational products, sets up, processes information, creating a unique information product just as consumers of information products, images that differ in many personality, social characteristics. The same information that comes to different subjects or in different sequence can lead to different results.

The work on producing, spreading the information becomes more and more desirable not only in the conditions of informational economy, but also in the economy of the developing countries in the world. Meanwhile, we should note that any work activity has the production of information as its result just like for its implementation we need information and knowledge of some type. The production of information that is the result of any work activity exists at all stages of social economical development of the society. Meanwhile, the process of creating information and knowledge can be considered in a more narrow sense, specifically as targeted activity on collecting, interpreting, creating new information (knowledge), for the purposes of its future distribution, including materialization. This particular activity has the creation of informational products, intellectual benefits as its final result. There is an allocation of economic industries that are busy with production, processing, dissemination of information into the number of independent economic segments not only providing material production, but also determining the competitiveness of the economy and the perspectives of its development.

Therefore, the variety of information, its distinction from the traditional factors of production stipulate the existence of a number of problems related to its conversion in the economy. A certain period of time to adapt social and economical systems to the change of role and meaning of the information, its impact on economic processes is necessary. In relation to this, it is necessary to look at the main problems connected to the use of information as an economic resource in commercial activity as well as the particular characteristics of its circulation as a product.

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