

SECTION 3. ECONOMY AND ENTERPRISE MANAGEMENT

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INFORMATION TECHNOLOGY AS A MEANS OF IMPROVING COMPETITIVENESS OF ENTERPRISES IN UKRAINE

The article reviewed the sphere of information technologies in Ukraine. The effect of information technology on the state and further development of the competitiveness of Ukrainian enterprises is considered. It reflects market problems of information technologies and their solutions. New reasonable results that ensure the development of methodological approaches on providing the competitiveness of domestic enterprises by information technology are obtained.

IT industry in Ukraine today – this is the third industry of Ukraine in export with the volume of about 2 billion dollars per year with an expected growth of up to 7.7 billion dollars up to 2020. The interest in the IT sphere is growing worldwide. States, global competitors of Ukraine, increasingly focus their attention on improving the business climate favourable for the growth of IT business in their territory. Under favourable conditions, Ukraine can take this niche.

The paper theoretically grounds and develops an algorithm for estimating the level of competitiveness of the enterprise of information technology, based on the analysis of the set of its key characteristics, and evaluates the prospects for further development of the enterprise. It is revealed that one of the key factors for further development of the market of information technology is the development of the state mechanisms of creation of favourable conditions for improving the competitive capacity of enterprises in Ukraine. The dynamics of internet users in different countries is analysed, ranging from 1990 to 2014. The analysis showed that the information technology market has considerable capacity; it has an inherent

tendency to expand. The increase of Internet users in Ukraine indicates that IT projects are fertile ground for the introduction and benefits for investors, as this contributes to the legal framework. The total amount of the global IT market sales is considered for 2014-2015, which exceeded the pre-crisis period, indicating the market recovery and increased demand for technology and services.

It is proved that the market for information and communication services in Ukraine demonstrates the highest growth rates in the context of globalization and integration into the global information space.

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