

SCIENTIFIC-METHODOLOGICAL PROVISIONS OF FORMATION OF A VIRTUAL SEGMENT OF THE INFORMATION MARKET

НАУЧНО-МЕТОДОЛОГИЧЕСКИЕ ПОЛОЖЕНИЯ ФОРМИРОВАНИЯ ВИРТУАЛЬНОГО СЕГМЕНТА ИНФОРМАЦИОННОГО РИНКА

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Abstract: *Gradually in the world formed a unified information space. There is something that is called "global virtualization". Author determines virtuality as a phenomenon, which represents the ability to generate creative reality. Virtual market is a market of goods and services that exists on the basis of telecommunication and information capabilities of the global Internet, basic elements of which are: free market access for all comers; equal rights and voluntary participation of all participants; the possible influence of participants on what is happening in the market. Under e-business, we understand the organization or person, in which basic business processes and internal and external communications are made and provided by electronic technology. Today it is not established neither theoretical nor methodological principles of virtual corporations as well as sufficient experience in their creation. The attention of practitioners devoted to the peculiarities of the creation of enterprises with the virtual principles of the organization. The study of trends in the development of the Internet and the possibilities of its application in economic activity also revealed that along with the structural and quantitative changes in this sphere occur the social and economic impacts of telecommunications development.*

KEYWORDS: INFORMATION MARKET, VIRTUAL SEGMENT, GLOBALIZATION, VIRTUAL, MARKET, CORPORATION

1. Introduction

Modern feature of the development of civilization in the XXI century, undoubtedly, is the globalization of companies. Informational globalization is a unique phenomenon in the modern economic and social life all sta. Its essence is determined by the information dependence of agents in this environment mediated by new technologies, flow of information, the formation of an increasing number of sources and channels of information. Information globalization has significantly contributed to progressive changes in the economy and society as a whole.

Thus, the process of globalization is accompanied by the avalanche spreading information flows, so gradually in the world formed a unified information space. There is something that is called "global virtualization". So today in the world of Informatization, the term "virtual" is the key. Already talking about the emergence of virtual companies or an Internet civilization.

Information nature of the present stage of civilization evolution determines the situation when no country without an effective entry into the world information space can't successfully compete in the sectors of high and medium technology not only on external but also on the domestic market. Today it is not enough to link the development of the information society only with the solution of problems transmission, access, processing and storage of information or information products. Strategic planning processes of producing information in the form of new knowledge and the mass production of information technologies, which determine the modern condition of the productive apparatus and social-economic development of the country.

In contrast to the actual reality, which reflects the integrity, stability and completeness, virtual reality is a source of difference and diversity. Thus, virtuality is considered a phenomenon that is immanent in the very structure of being, represents the ability to generate creative reality. At the same time in different subsystems of society are "parallel worlds", in which operate the virtual analogues of real mechanisms of reproduction of society: economic cycles, political action, legal discourse of laws, the actions themselves on the Internet and the like. The process of replacement by using information computer technologies of real space as a locus of social reproduction of the virtual space, Bühl A. virtual calls [1].

2. Scientific definition and composition space virtualization

From a scientific point of view, the space of virtualization include: virtual market, the virtual Corporation (enterprise), and virtual reality.

Virtual market is a market of goods and services that exists on the basis of telecommunication and information capabilities of the global Internet, basic elements of which are: free market access for all comers; the possible influence of participants on what is happening in the market; equal to the degree of awareness of the participants. Virtual market operates continuously in real time, covers the whole world and enables a variety of virtual operations.

The virtual environment opens for business new opportunities in the economic sphere, including through electronic Commerce. Occurs as the creation of new enterprises, focused only on e-Commerce and traditional businesses use electronic Commerce in their practice.

The virtual Corporation is a temporary form of voluntary integration of multiple, usually independent partners (companies, institutions, individuals), which is due to the system optimization advantages of production provides the advantage of customers. In a different interpretation under the virtual Corporation refers to marginesie flexible enterprise, which is temporarily created and the main purpose is to obtain benefits through the expansion of the range of goods and services [2]. In other works a virtual enterprise to define such terms – "world enterprises" [3], "infinite enterprise" [4] and the "extended enterprise" [5].

The virtual Corporation, like other companies operating in the market are General purpose, namely, profit and competitive advantage in the market. Feature of achieving this goal is that the virtual enterprise in its activity oriented to the whole market, all the competitive environment and not become attached to his particular segment, and work on the scheme (Fig. 1). A prerequisite for the creation of a virtual Corporation is the receipt of a market order. For the order creates a virtual network, which through its core competencies provides the virtual enterprise with the necessary resources and determine their capabilities (personnel, raw materials, management structure, financial and other resources, know-how, expertise and rights in a particular industry). With the help of electronic means are

provided information and communication services and executed a market order. For subsequent orders, on the basis of existing entrepreneurial pool creates new virtual network.

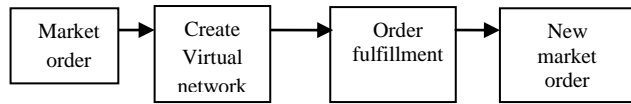


Figure 1. The scheme of virtual Corporation

Virtual corporations have significant advantages in comparison with other organizational forms of enterprises. The most important thing is that they can choose and use the best global resources, expertise and opportunities with the lowest variable costs. These features and their specific organizational structure allows you to become a leader in a competitive environment due to competitive advantages, namely the speed of execution of market order; the decrease in the level of total expenditure; the possibility of choosing partners and entering new markets; the use of information from all over the world.

Virtual corporations have institutional characteristics that distinguish them from traditional forms of integration (table. 1).

Table 1

The differences between traditional and virtual corporations

Form integration	The main goal	Traditional signs	Differences from virtual Corporation
Project organization	Individual projects to address complex and risky task	Interim organizational structure. Cooperation of various departments and hierarchical levels of the organization	The restriction of certain areas of knowledge that dictates the market system. The lack of strategic management concept
Intra-corporate organizational structure	Pseudocumene structure to improve performance in the solution of separate tasks	Pseudocumene units. Self-organization. Internally the brand enterprise	Integration is not a temporary network. Competence does not coordinate with a third party
"Keiretsu" (Japan)	The merger of trading, several industrial companies and one major Bank (insurance company)	The Association is based on cultural ties. Close contacts with politicians and the administration. The use of a synergistic effect to gain market	Integration for a certain period. Low flexibility in changing partners. Complex financial linkages (cross-holding)
Strategic Alliance or joint venture	Economic integration to benefit in time, cost, know-how	Long-term cooperation with mutual participation. The use of a common production process	Long-term integration with partners. As a rule, mutual participation in the capital. Hard links
Outsourcing firm	The allocation and transfer of certain tasks to a third party	Focus on your own competencies. A contractual relationship. The individual phases of the production of goods	The classical approach to "make-buy". Contractual relationship with a partner. The transfer of production outside the enterprise
Multinational Corporation	Taking advantage of the global activities due to the scale of production (range)	The legal agreement between the companies. General economic policy	A legal unit for a long-term period. Stability of the partners. Weak market mobility

Virtual reality is the simulation of real processes of development and production in cyberspace, which is both a medium and a tool. Virtual reality as a tool allows you to intuitively build complex structures, and the environment gives the opportunity to abstract to a product, production building, workplaces, machines and equipment before they will really exist.

3. The virtual segment of the information market

The services offered by the Internet, there is a variety of. But there are six basic economic models virtual economy (information production): Retail model; Media model; Advisory model; Made-to-order model; Do-it-yourself model; Information services.

The market for Internet services are characterized by some characteristic features, namely:

economical: very low cost almost always possible to achieve maximum results; globality, that is, the General ability of the global network. There is also the concept of local markets for Internet services, under which we understand the body providers, Internet companies, e-business infrastructure and Internet users in a certain area. It is the nature of the placement, the circulation of information flows and use of information makes the market global; the rapid pace of development and changes, because the

market of Internet services is one of the most dynamic businesses. The number of WWW servers is increasing rapidly; free competition. Being highly profitable, the market of Internet services around the world is one of the most competitive; high technology, as they are, on the one hand, the basis for the further development of the world wide web, on the other hand, as a result, since introducing new ideas in new technical solutions require new technologies; high capacity of the market of Internet services, which is estimated as the amount is incomparable in width and in depth;

high growth services. In different countries depending on local conditions and the development of the market, the annual growth of Internet services ranges from 15 to 250% [6].

Subjects of the market of Internet services can be divided into three large and interrelated categories:

- service providers – companies producing and selling Internet products and services for use or consumption;
- users – individuals and legal entities who buy these products and services for use or consumption;
- infrastructure, regulatory bodies and research institutions.

In the new EU strategy "Europe 2020" deserves attention in the context of our study, the category of "Plan for the development of digital technologies in Europe".

The purpose of this direction of development is the creation of a sustainable economy and social benefits by creating

a common digital market based on fast Internet and common applications.

E-business – e-business in Web developing rapidly. Today in its third stage of evolution of e-business that already focuses not on the provider and on the consumer and allows you to automate complex patterns of business relationships.

Under e-business we understand the organization or person, in which basic business processes and internal and external communications are implemented and provided by an electronic technology and which are focused on profit. Internet selling may not be the main characteristic of e-business that makes it different from ecommerce, ACET contributes to buying and selling on the Internet.

There are three main components of e-business: electronic document management; e-Commerce; the electronic payment system. P. Drucker in the emergence of the phenomenon of e-Commerce sees the most vivid manifestation of the impact of information technology. Today, in his opinion, worth talking about: "the explosive emergence of the Internet as a critical channel for global distribution of goods and services... which fundamentally changes the economy, markets, industrial structure, nature of products and services and their flows, values, behavior, and segmentation of consumers, jobs and labor markets" [7].

One of the types of e-business is electronic Commerce, which can be defined as the business processes for the sale, carried out between subjects with the help of information and telecommunication technologies to ensure the achievement of economic and financial objectives of the subjects as well as help reduce costs. When using new technologies, e-Commerce enterprise open new markets and get a number of additional advantages, namely:

- increases the efficiency of obtaining information;
- improving the quality of customer service;
- reduces the production cycle and sales;
- you receive the savings by reducing inventory;
- significantly reduced costs associated with the exchange of information; enterprises are becoming more open to customers;
- appears the ability to quickly and around the clock to inform partners and customers about products and services;
- allows you to create new sales channels like e-shop, there are new markets and consumers;
- increasing the competitiveness of;
- increases the value of companies for shareholders.

Category E-banking can be defined as a technology of remote banking service, which provides access to accounts and transactions at any time from any computer.

Today there are a number of models of electronic Commerce: electronic Department stores with a particular trademark; e-shop of the manufacturer; e-market intermediary firms; the electronic catalogue is the representation of a large amount of products from different manufacturers; an electronic auction; virtual community; manufacturers of systems of the technological chain of e-Commerce; consulting services; information brokers; research services.

The creation of national centre's of e-Commerce and their integration into the intergovernmental network will eliminate information barriers between producers and consumers of products and services, will provide conditions for the search of new markets in rapidly changing conditions, the structure of demand and supply, which will significantly stimulate the development of market infrastructure and create better conditions for the presence of domestic producers in regional and global markets for goods and services, and will also affect the development of small and medium-sized businesses.

In the era of the protracted revolution in Economics of the information business, the majority of analysts agree in opinion that it is necessary to take into account such principles of "survival" information company on the Internet:

- rate on income from online advertising;

full use of modern Internet technologies with information flows, including quality of aggregation of information materials and search engines, cross links, personalized content, sending automated reminders and notifications;

the development and cultivation of strong brands, which only can be formed a loyal and stable user base [8].

Thus, e-business is a strategic area of development for most business processes. For corporate projects started consistent and painstaking work in two aspects: on the one hand, to develop new horizons of the Internet business, and improving technology, but first and foremost, of management techniques Internet business systems. Therefore, to successfully compete today, you need to quickly and accurately performed via the global Internet network for the exchange of information between companies and States, to conduct virtual marketing, e-Commerce and generally e-business.

4. Legal regulation of the activities in the virtual space

In connection with the increase in the number of Internet users, the use of virtual technologies in government, banking, scientific, and educational institutions, especially with the advent of e-business has emerged the need for regulation of corresponding social relations at the legislative level. It should be noted that the main feature of the Internet is that in the global network no national boundaries, there is no Central governing body, which would be able to initiate legislation. This feature determines the specificity of law-making, the necessity of harmonization of national legislation with international regarding these relations. The most active group of users of information technologies in the world are private companies. The questions that interest them, – negotiating and concluding deals with legal power, with computer communications, that is using electronic document management systems (EDMS).

International legal harmonization in the regulation of the SED took place gradually, taking into account the needs of practice and differences in the legal systems of States. At the beginning of this process was developed by the UNCITRAL model law "On electronic trade". The basis for regulation was taken "functional equivalent approach", based on the analysis of goals and functions of the traditional requirements for the preparation of paper documents in order to determine how those purposes or functions can be achieved or performed through electronic Commerce techniques.

An attempt of considering the possible impact of Internet Commerce on the structure of interaction of market participants was carried out by the European Commission. in 2010, when was the document on the settlement of vertical restrictive agreements (HEU) in the EU, which was introduced a number of innovations, taking into account the development of the Internet [9]. One of the controversial points of the new document were the conditions under which restrictions on the Internet are eligible. In this context, there are a number of issues which require consideration, namely [10]:

- 1) outright ban on Internet sales. It is necessary to distinguish "active" and "passive" sales. Active sales are sales that are carried out against individual consumers, specific groups of consumers or consumers that pertain to specific areas. Passive sales are carried out in the case of the reaction of the distributor on the individual needs of the consumer;
- 2) a ban on Internet sales according to the territorial principle to protect the exclusive territories;
- 3) restrictions to Internet retailers;
- 4) the conditions imposed on Internet Commerce. For example: dual pricing, high quality requirements, encourage customers to attend exhibitions distributor, etc;
- 5) the minimum resale price.

Thus, in accordance with the new box exceptional measures for settlement of vertically restrictive agreements and

"Principles of leadership", the European Commission attempted to strike a balance between market participants, allowing consumers to effectively use Internet Commerce, and at the same time allowing suppliers to determine the optimal model of distribution and selection of distributors. From time to time the European Commission will provide additional clarification to the new rules, and the rules themselves will remain in force until 2022. However, the activity of subjects of information relations in the global computer network Internet requires further improvement of legal regulation. Relevant laws and regulations should take into account the achievements of international organizations in this field and, in particular, the EU.

5. Conclusions

So, the Internet is evolving and requires further consideration, research and legal clearance. Already the work on the Internet has become a context of production for many companies: it is the streamlining of programs, reference websites, catalogs, specialized and popular magazines, directions for significant information flows. There is no doubt that the network becomes an independent branch of the economy. At the same time, it is important to realize that the conditions for the formation of self-sufficient Internet economies that cannot influence the government. In the modern Internet companies its true global environment activities, their global competition. The last "offline" to strict national regulation, and the only way to avoid losses is the liberalization of info-communications. And it should be remembered that today no one country has the necessary resources to single-handedly do to capitalize on the global Internet.

Accelerated innovative development of information and computer technologies will allow to create new jobs and increase the level and quality of life of the population; align interregional disproportions; to ensure sustainable economic growth; to enter the international markets of information; to integrate into international organizations; to increase the flow of foreign investments; to accelerate economic reforms in Ukraine; to build the information society.

Today it is not established neither theoretical nor methodological principles of virtual corporations as well as sufficient experience in their creation. The attention of practitioners devoted to the peculiarities of the creation of enterprises with the virtual principles of the organization. In our opinion, the virtual enterprise must be established in domestic conditions as they can significantly affect the level of investment attractiveness of Ukraine.

The study of trends in the development of the Internet and the possibilities of its application in economic activity also revealed that along with the structural and quantitative changes in this sphere occur the social and economic impacts of telecommunications development, as a significant gap in this area can lead to the outflow of the most qualified personnel to other countries. However, all the advantages of the virtual market can and should be used by firms to improve their business relationships.

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