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Petro KLIMUSHYN, Dmitry SPASIBOV

ELECTRONIC COMMUNICATION AS A MECHANISM PARTNERSHIP OF GOVERNMENT AND SOCIETY OF THE INFORMATION SOCIETY

Introduction

Worldwide trends are transformation of the post-industrial society under the conditions of accelerating globalization, a growth of the service sphere and non-material production due to scientific and technological progress, including a large-scale, deep and dynamic penetration of ICT into all spheres of life of the individual, society, business entities, and the state.

A rational study of the impact of a set of these and other opposedly directed factors and features of the country's state and development calls for making a separate public policy of developing information and knowledge societies, which requires joint efforts of government, business, and civil society.

Thus, for most of the advanced countries, information society development is a national priority, regarded as a challenge of the national scale. Information and communication technologies are assigned the role of a tool for social and economic progress, one of the main factors of innovation development of the economy.

General description

International experience, particularly the European policy "Digital Agenda for Europe 2020", shows that digital technologies have become a driving force of economic and social development, economic recovery throughout the world, laying the foundations for future sustainable development.

Most of the advanced countries have set the goal of accelerated transition to a new stage of human development – the information society, which can fulfill the following tasks most effectively and timely:

- to increase the national competitive capacity through development of human potential, in the first place, in the areas of highly intellectual labor;

- to improve the quality of citizens' life through economic growth, providing equal and quality access to information, education, healthcare and administrative services of public authorities and local governments; create new jobs and expand employment opportunities for the population; strengthen social protection of vulnerable groups (including people in need of social aid and rehabilitation) due to the widespread use of ICT;

- to promote the development of an open democratic society that guarantees constitutional rights of citizens to participate in public life and decision-making of public authorities and local governments (LG).

The World Summit on the Information Society Issues was dedicated to information society development; that highest level meeting was held in two stages. The first Geneva stage that took place on 10-12 December, 2003 ended in adoption of the Geneva Declaration of Principles "Building the Information Society – global challenge in the new millennium" and the Geneva Plan of Action. The second stage – Tunisian, held on 16-18 November, 2005, adopted the Tunis Commitment and the Tunis Agenda for the Information Society.

The Geneva Declaration of Principles calls upon the international community to build an information society, "people-oriented, open to all, where everyone can create information and knowledge, have access to, use and share them", and binds the world countries to "turn a digital technology gap into digital opportunities for all" and ensure a universal, ubiquitous, equal and affordable in terms of prices access to ICT infrastructure and services.

Analysis of the World Summit basic documents and the status of their implementation around the world gives reason to identify the main positive points of this top-level event [1] as follows:

1. The Summit was initially planned as a multilevel cooperation of all stakeholders, in which the private sector, civil society and international organizations are to work together with governments towards putting declarations into actions.

2. During the first stage of the Summit, government leaders set ten priorities to improve the access to ICT, including connection to the global network of all types of settlements, universities, colleges, secondary and primary schools, hospitals, libraries etc., which had to be achieved by 2015.

3. The Summit was organized as a unique two-stage meeting at the highest level which implied that the vision of the problems and their solutions, formed in Geneva, could be developed and supplemented in Tunisia. In particular, the Tunisian stage of the Summit defined the mechanism of task fulfillment in the areas of activity set out in the Geneva Plan of Action, based on the list of mediators/leading organizations that are to be involved. Besides, a methodology for estimating the size of the digital gap both nationally and internationally was coordinated.

Thus in 2003–2005, between the first and the second stages of the Summit, much was done to achieve the set goals and conduct monitoring, namely:

- the partnership formed a core set of indices to measure the information society development;

- several different composite indices were developed, two of which are noted in the Tunis Agenda for the Information Society – ICT Development Index (IDI), and the digital accessibility index (DAI) (to be discussed below);

- the "Golden Book" report of February 2006 collected and published more than 380 new projects presented at the Tunis Summit to be used by the International Telecommunication Union as an example of successful implementation of ICT.

The EU programs are ambitious enough to overcome the "digital divide" between the EU countries and their international competitors. They consist of sections on e-government, e-health, e-education, and e-business, providing online public services, and are focused on the development of broadband networks and their access facilities, since the broadband technology is transforming the Internet, opening up new possibilities for interactive multi-media services, the use of which is possible only through high-speed data transmission.

According to the goals of the World Summit on the Information Society, many nations are developing strategies and programs to create an information society and define the role of ICT in their social and economic development, taking into account the specific needs and circumstances of each country.

To evaluate the results of building an information society, the International Telecommunication Union in 2006 developed a standard digital opportunity index (DOI), based solely on internationally agreed indicators of ICT. This makes it a valuable tool for measuring the information society. The measurement methodology and results are presented in detail in the report of the International Telecommunication Union "Global Information Society".

This report can be viewed as a direct response to the call of the World Summit on the Information Society to "track global progress in the use of ICT to achieve internationally agreed development goals and tasks".

Analysis of socio-economic factors shows their impact on the values of the information society indicators. The methodological basis for this analysis was the calculated correlation between the major components of the index of digital capacity and socio-economic development indices [1].

The inverse dependence of statistical indicators of information society development on a country's business climate indicators was found to be quite large. In particular, the more barriers there are in the system to initiate or liquidate a business, or licensing barriers, the lower the value of the digital capacity index for a country. In addition, there should be no doubt as to globally confirmed dependence of the information society on the key economic development indicators such as GDP per capita and the income level (to build a matrix, an indicator of "proportion of the poor" was used).

It should be noted that in most Western countries the development of the information society has reached a very high level – their governments took ICT as a bais for socio-economic development, while their monitoring systems track the impact of ICT on the values of socio-economic indicators.

The problem of improving economic competitiveness is directly related to innovation policy of the state, which should be aimed at creating favorable conditions for the development of research, technological development, education, technological upgrading of the economy and improving the welfare of citizens.

The scientific and technological direction of the country's development and compliance of its innovation policy with the key provisions of its general economic policy are strategic guidelines that have to ensure an economic upswing of the state. The main content of public administration of innovative development should be a well-coordinated work of all parts of the economic mechanism. The result should be a significant acceleration of the country's economic growth and enhanced competitiveness of its economy [2].

It is the establishment of an effective innovation management system that innovation policy measures should be focused on, as the effectiveness of public policy in the field of science and technology will determine the competitiveness of the domestic economy. Today, about 90% of advanced countries' GDP is obtained through implementation of new technologies and developments that make it possible to create effective production, minimize resource consumption and so on. The experience of these countries shows that the role of public authorities in the innovative processes organization and regulation is much more significant than in regulation of conventional economic activity[3].

The scientific community still has a significant interest in this issue, which is illustrated by numerous publications in professional journals of different fi elds. In particular, T. Bova has revealed the basic principles of forming a mechanism for public administration of the national innovation system [4]; V. Bondarchuk defi ned the role of state regulation in supporting the system of regional innovation development [5]; V. Budkin considered fundamental approaches to developing innovation activity, having discerned its six main patterns [6]; A. Diehtiar, M. Goncharenko have substantiated directions of methodological development and devised an algorithm for optimal investment decisions to be made by the government [7]; A. Kniazevich explained the crucial role of innovative lag length in the innovation process implementation and acceleration [8]; A. Krekhivsky and A. Salikhov examined prerequisites for forming new national innovation strategies in Europe and developed recommendations for their improvement in Ukraine [9]; A. Proshchalykina identified the ways to accelerate innovation in transition economies [10]; V. Pshenichna analyzed the features of formation and development of a mechanism for implementing a state investment policy [11]; A. Melnychenko improved an innovation-investment model of the national economy development [12]; A. Orlov defined an approach to building an innovative theory of government [13].

However, alongside with the achievements, there is a problem of developing an innovation-oriented society. This problem emerges under the conditions of an enhanced role of technological innovation in the society, especially the e-communications sector (telecommunications), which is increasingly affecting the development of modern economic systems, being a connecting link both for the industrial sector, service sector, consumers, and for different regions and economic centers. Therefore, the development of e-communications as a basic component of the information society intended to ensure the efficient interaction of all the social structures, including government agencies, through providing them with professional interaction services is an important task of the socio-economic growth.

The main goal of the research in this section is to determine the mechanisms of e-communcations (telecommunications) as a real strategic factor of economic competitiveness in the global market.

The directions of innovation policy in this area are determined by the following features of telecommunications industry:

- the telecommunications market provides a unique product that combines production of goods, services and technologies;

 a potential target market of telecommunication products is the majority of the population, and the extent of its coverage depends on the time factor and new technical possibilities;

- due to specifications of telecommunications companies' products, it is virtually impossible and impractical to act in the national framework only.

Therefore, formation of mechanisms for innovational development of the telecommunications sector should be go in parallel with the renewal of fixed assets, which are to become the main source of increased output and conditions for providing telecommunications services according to the standards of the best communication companies of the world.

The analysis of these factors with account of international trends allowed us to determine the structure of mechanisms activating e-communications innovative development, which are grouped in Fig. 1. [14].



Fig. 1. Mechanisms of Communication Development

The main regulator of e-communications in most European countries is introduction of a mechanism for incentive-based regulation of ICT to develop the industry. It is additional incentives for the ICT business that are to create conditions for further development of telecommunications networks and the expansion of the market participants' activity.

In order to benefit from the economy of scale and reduce investments to renovation of the national telecommunication industry, it is expedient to apply the mechanism of sharing telecommunications infrastructure among different operators and service providers. The degree and method of infrastructure sharing varies in different countries, depending on their legal basis and competitive climate.

Sharing of infrastructure reduces duplication, targets investment to underserved areas and innovative products, and improves customer service.

A regular deployment of telecommunication industry infrastructure benefits from the economy of scale. The costs of telecom operators are mainly caused by significant investments in technology and infrastructure deployment. Being permanent and irreversible, these costs are a high risk factor. Besides, infrastructure maintenance and upgrading make the risk even higher. For example, fixed-line operators are now migrating to next-generation networks, and the majority of mobile operators have launched 4G-infrastructure and work on transition to 5G-infrastructures. Thus, infrastructure sharing can significantly reduce entry barriers and development risks.

Also, sharing of infrastructure has a huge impact on competition. The market becomes more attractive for new players due to reduced entry barriers. These players can enhance competition by investing effectively. Reducing the cost of network deployment, sharing allows operators to pay attention to innovation, improve customer service and, ultimately, leads to better commercial proposals and healthy competition.

The mechanism of compliance with the international standards applied to the field of the national e-communications should function with regard to the need to integrate its in-

frastructure into the global network. The process prerequisite is elaboration and application of the national ICT standards harmonized with the relevant international and European standards, and implementation of a unified state policy on technical standardization and unification of technical and technological solutions.

The legal mechanism of state regulation provides for: governance and regulation of the telecommunications field, including the allocation and use of radio-frequency and numbering resources, and address space of the Internet; access to the market; state control and market surveillance; regulation of e-communications market for construction, operation and use of public telecommunications networks; and regulation of telecommunications services [2].

Based on the provisions of the regulations in the telecommunications field, an object is involved in the following social relations: institutional (structure of authorities and regulation); organizational (registration, licensing, etc.); management of telecommunications networks (the use of telecommunications equipment, radioelectronic facilities and emitting devices, etc.); the use of public telecommunications networks in emergency situations and war status; interconnection of telecommunications networks; allocation, assignment and use of radio-frequency and numbering resources; administration of address space of the national segment of the Internet; organization and implementation of broadcasting (including public television and radio); regulation of the legal status of the telecommunications market entities, namely: operators, telecommunications providers, broadcasters, software service providers, customers of telecommunications services, etc.; provision and use of telecommunications services; regulation of tariffs and settlements; regulation of international cooperation in the fi eld of telecommunications [15].

The structure of the mechanism of scientific and technological support for the national information and communication infrastructure includes: conceptual development of technological solutions and technical infrastructure; conducting research to use the latest technical means, technical and technological solutions in creation and development of the national information and communication infrastructure and its components; introduction of new services and assuring their quality; development of legal regulatory and normative documents for settlement of issues related to creation, operation and development of the national information and communication infrastructure and activities of its subjects.

Research, developmental, and designing work should be carried out according to the established procedure by specialized (field-related) scientific, engineering, and designing organizations with the involvement of scientists and experts from universities, industrial enterprises, supplying companies, operators of telecommunications and postal services of all forms of ownership. Arrangement and order of operations is to be carried out by competent public authorities.

Creation, putting into operation, maintenance and further development of information and communication infrastructure, including elaboration of design, engineering, maintenance documentation for the infrastructure and its components, should be performed in accordance with the regulations effective in construction, a set of standards for development of automated systems, the regulatory documents for creation of complex information security systems in the sphere of technical and cryptographic protection of information. All components should be provided with a complete package of design, detailed engineering, and maintenance documentation.

Introduction of the technical and technological mechanism of e-communications provides unification of the following structural areas:

– cable, optical-fiber, radio-relay communications lines; station-based and terminal chanelling, routing, transceiver, emmitting telecommunications equipment of wire and wireless communications; end-user telecommunications equipment of wire and wireless communications; hardware platforms, servers, personal computers, data warehousing, data archiving tools; basic infrastructure and technical means of data processing centers (power, earthing, air conditioning, security and fire alarm systems, fire fighting, etc.); technical and cryptographic systems for protection of information; technical means of mailing service; premises, buildings, towers;

- standard software, hardware and software platforms of servers and workstations;

- specialized or universal software and/or hardware and software platforms, components of the information and communication infrastructure providing collection, search, creation, conversion, storage, analysis, representation and protection of information in order to meet the information needs of users (protected e-document platform, antivirus protection platform, platform for distributed data processing according to a "cloud computing" model, digital signature platform (EDS) etc.); specialized hardware and software platforms of the switching components of information and telecommunications systems (subscriber stations providing software encryption, emergency call routing units, flexible software switches, etc.); modern technology of wire and radio communication; modern mailing technologies, integrated with the telecommunication technology.

The programming mechanism provides introduction of e-communications software in accordance with the following basic requirements: modularity; openness; compatibility with previous applications; scalability; platform independence; compatibility with infrastructure applications; diagnostics of viruses built in client sites and servers; an effective recovery system in case of force majeure and so on.

The information mechanism is based on introduction into the information and communication infrastructure of the information support of two categories: information support for functioning of information and communication infrastructure components, which determines the composition, structure, methods of data organization in systems and subsystems, requirements for information exchange between system components, database (DB) management, compatibility with other systems; information resources, including the e-media in DB and data banks, depositories, libraries, archives, reserves, museum storages, data processing centers, etc.

The information support of the first category is defined by the developer and supplier of information and communication infrastructure components.

The information resources of e-communications are created due to the work of components of the system producing information products, namely: different versions of mass media, news agencies, studios, cultural institutions, etc; the system of public authorties and local government bodies, political parties and other public associations; industrial, scientific, designing, educational, and medical institutions, creative teams and individuals and the like.

In the course of e-communications creation, operation and development, a special role is played by implementation of the national and international security mechanism protecting information in the system components, preventing unauthorized distribution, use, violation of information integrity, privacy, accessibility, and thereby preventing damage to the vital interests of people, society and the state.

To organize an effective system of information security in the national information and communication infrastructure, it is necessary to cooperate with international information security organizations, in particular with the European Agency for Network and Information Security, within the scope of its tasks of cooperation with third countries to promote the culture of network and information security.

It is necessary to create a comprehensive information security system within the national e-communications and their components, built on a modular principle in accordance with the current law and regulations on technical and cryptographic protection of information.

Summary

Thus, the telecommunications industry is characterized by the following features: telecommunications provides the market with a unique product that combines production of goods, services and technologies; a potential target market of telecommunications products is the majority of the population; specifications of telecommunications companies' products make it virtually impossible and impractical to act only within the national framework.

Innovative development of e-communications is constrained by the following factors: insufficient public funding of innovations and lack of own funds of communications enterprises; lack of scientific and methodological basis for an innovative e-communications system; low incentive for enterprises to implement research results; inadequate renewal

of fixed assets in the telecommunications sector; incoordinated actions of innovation subjects.

To activate innovation processes in e-communications, a system has been proposed comprising the mechanisms of: incentive-based regulation; sharing of telecommunications infrastructure; compliance with international standards; normative and legal regulation; scientific, technical and technological, software and information support; national and international security. Implementation of these mechanisms will activate innovative processes in the field of e-communications and increase the competitiveness of the national economy.

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