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THE ESSENCE OF THE INFORMATION AND INTERNET POTENTIALS,  
THE RELATIONSHIP BETWEEN THEM AND ROLE IN REGIONAL DEVELOPMENT

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*The necessity of studying the information potential and Internet potential of the region is substantiated. It is revealed that the Internet potential is most often considered in the context of the study of information potential, which in turn is considered by the authors in the study of economic potential structure of the region. The ratio of information categories and Internet potential is presented. The place of Internet potential in the structure of intellectual potential of the region is shown. The definition of the category "Internet potential of the region" is given.*

Currently, information technologies in one form or another cover almost all spheres of human life. The world economy is gradually moving into the Internet space. This began in 1985, when the first domain was registered. Since then, the scale of penetration of information technology is only increasing. In the context of economical globalization, the competitiveness of the region or the country as a whole is increasingly determined by the degree of development and practical use of information technologies and the telecommunications infrastructure that provides them.

The emergence of a new "Internet economy" allows companies to reduce prices for their products, to operate in a space with minimal barriers to entry, as well as to work online. All this allows, on the one hand, to increase labour productivity, on the other hand, it leads to lower inflation [1].

Great importance in economic terms is given to the state and level of development of intellectual resources, labour potential of the country or individual regions. In the conditions of mass introduction of information and telecommunication technologies into all spheres of human activities, information interaction with the environment (natural, social, cultural, etc.) becomes one of the main factors for personal development, ensuring the conditions for successful activities, as it allows to obtain relevant information. Information resources of the country, including each individual region, are now considered as a strategically important factor for social and economic development. It is intellectual resources and the social sphere that are designed to provide additional potential for economic growth. A significant place in this process is the development of Internet technologies that create conditions for improving the educational level of employees.

Information and communication technologies are becoming an integral part of the development of modern social and economic relations. The use of Internet technologies and Internet resources creates favourable conditions for potential realization of small and medium-sized businesses and households in the information economy, thereby increasing the efficiency of social reproduction of a particular region or country as a whole. The "information dependence" at all stages of social reproduction is growing as relevant and reliable information is becoming more available and accessible as well as means of its acquisition and application [2].

The search in the global information network Internet is now everywhere. In these circumstances, the need for information about the Internet becomes particularly acute. Currently, in the Internet a lot of documents are distributed relating to both the network functioning and the users work in it, and concerning various spheres of life: science, culture, economy, etc. The information update on the Internet, an extensive branched network, which includes computer nodes scattered around the world, is practically in real time [3].

The main trends in the development of the global information technology market from the position of the world's leading companies are presented in table 1.

The experience of developed countries shows that high technologies using the latest achievements of science and technology, their spread within the country and promotion to foreign markets provide a significant economic advantage and social stability. On this basis, the information potential can be represented as a concentrated expression of scientific knowledge and practical experience, formed in a formalized form and specific project forms, allowing the most rational way to organize the processes of creating information products and services. At the same time, the result is estimated by the total cost savings of labour, energy, material and information resources necessary for the implementation of these processes [5].

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Table 1. – Trends in the Global IT Market

Company	Development Forecast
IBM company	IBM analysts believe that by 2023 quantum computing will become the mainstream in the technology industry. They will be widely used by new categories of professionals and developers to address issues that were previously considered unsolvable
Analyst firm Juniper Research	Experts say that peripheral computing will be used to quickly deploy the IoT solution. Their vendors are increasingly considering Edge Computing as a model for remote monitoring and processing of data directly on IoT equipment
Analytical company IDC	By 2021, at least 50 % of global GDP will be linked to digital technologies, and improved products, production processes and relationships will contribute to further growth. By 2020, the assessment of the investment attractiveness of any enterprise will take into account such factors as the introduction of platforms and ecosystems in the company, the value of data and the degree of customer involvement
Consulting company Deloitte	The improvement of quantum technologies will make it possible to produce a new type of materials resistant to destruction, while the wave functions of the quantum state will become the basis for the creation of a new type of computer calculations

Source: compiled by the author on the basis of [4].

There are many definitions of information potential, some of which are presented in table 2.

Table 2. – Approaches to the Definition of Information Potential

Category	Definition
Proskura D. [6]	Information potential is a set of resources and opportunities of the region in the implementation of activities in the information sphere
Korsukova C. [7]	Information potential is the main essential characteristic of the information system and its components. It includes all real and virtual information resources of the system. The core of information potential is information. The information potential of the company is based on various information systems. It can be an information system of society, personality, social groups and institutions
Kalinnikova I. [8, p. 223]	Information potential is an integral part of the creative potential of the team, reflecting its ability to rationally use the available resources, the new most effective means to achieve this goal
Muftakhetdinova H, Gorinov M. [9]	The information potential of the region is the ability of the economic system to use information resources to improve the production of goods
Illarionova E. [10]	Information potential is a set of information resources that provide a direct feedback between the elements of the regional system through exchange, distribution and dissemination of relevant information

Source: compiled by the author based on the analysis of economic literature.

Attention is drawn to the fact that the information potential of the region is mainly considered by the authors in the context of the study of its economic potential.

It should be agreed that the Internet potential of the region should be included in the information potential as an integral part of it.

According to N. Bogdan and E. Lisichenok [11] the Internet potential is considered as part of the innovative potential of the region, which in turn is included in the intellectual potential of the region, as shown in figure 1.

A few authors are engaged in the study of this topic. N. Zaitseva [2] offers the following definition: “in the framework of the information economy model, the Internet potential is a factor that determines the state and possibilities of market development relations and economic systems of different levels, based on the widespread use of information and telecommunication technologies in the framework of the information economy model” [2].

As the main aspects in determining the potential, we note a fundamental importance of information as a factor, a widespread use of information technology, in particular the Internet in the economic activities of economic entities in the region.

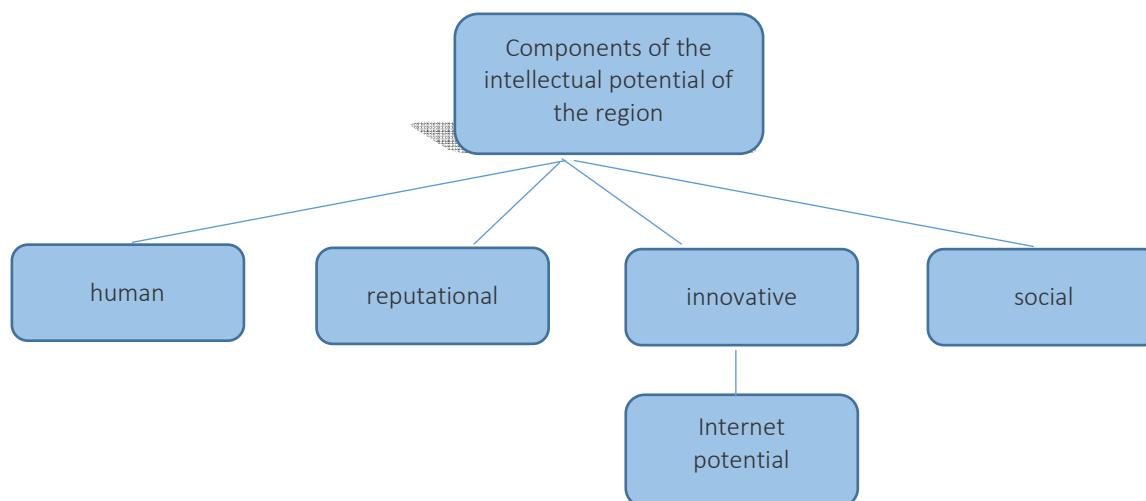


Figure 1. – Structure of intellectual potential of the region

Source: [11].

In our opinion, the definition presented by Zaitseva N. enables to specify the category "potential" on the basis of how it is interpreted. Thus, the Internet potential of the region can be considered as a set of tools and capabilities generated by the world computer network.

Essential characteristics of the category "Internet potential of a region", as well as its relationship with the category "information potential" will allow to more clearly identify their role in the development of a region, as well as to develop approaches to their assessment.

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