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ECONOMY OF “INCREASING RETURN OF KNOWLEDGE” AS A MODEL OF DEVELOPMENT OF INFORMATION SOCIETY

The role of knowledge and the ideas as the main resources of formation of increasing return economy in conditions of information society are investigated in this work. Systematization of the main approaches to the definition of the category “knowledge” as a strategic asset is carried out through the transition to the VI technological way.

Terminological orderliness of the categories “knowledge” and “information” is carried out. So the information is often understood as definitely organized data, i.e. in fact these are the processed facts, besides, the information forms as a basis for knowledge creation. As for knowledge, they consist of truth, the facts, belief, expectations and know-how. In the process of their creation, one or another aim is always pursued and they possess some value.

Transformation of the state’s role is defined. State functions within regulation of economy of goods production consist of creation of atmosphere and the conditions promoting effective production. First of all, the state role in economy of knowledge consists of the institutional conditions creation and incentives of ideas promoting generation and innovations.

It is reasoned that for transition to economy of “increasing return of knowledge”, Russia needs to transform its development strategy by transformation of the inertial economy of decreasing return to the innovative one which is based on knowledge and ideas. In this regard, the special attention should be paid to the science and education development as the primary branches forming the frames of new “societies of professionals and intellectuals”. Today the modern high-tech companies are in heavy competitive fighting for the most valuable resource – highly skilled and competent people, who are able to generate ideas.