

## ABSTRACTS

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### **THEORETICAL ASPECTS OF ELECTRONIC COMMERCE AND INFORMATION NETWORK ECONOMY IN THEIR CONNECTION**

A key feature of the present stage of development of the relations of production is a significant increase in the role of information and communication and networking technologies.

Introduction of information and communication and networking technologies in all stages of reproduction is one of the indicators of the formation of information and network economy.

From the point of view of the structural approach, the most important for society are such components information network economy, as e-government, e-business, e-education, health and labor relations, e-culture, etc.

E-commerce is part of e-business and it is closely linked with its other forms: Internet advertising, Internet banking and it is the most promising and important area of information and network economy.

The need for rapid response of enterprises to changing market conditions to meet the needs of the expanding market for goods and services with minimal costs and compete rivals, thereby increasing efficiency, stimulates development of information and communication technologies and software products to improve their work.