

ELECTRONIC BUSINESS

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The topic of my work is the analysis of electronic business (e-business). The purpose of my work is to study this new field of economic activity, where object of the study is economic relations, based on e-business forms.

I deal with the economic sense of e-business, my own definition, and classification of e-business by the fields of its use are proposed. Each type and subtype of such part of e-business as extranet is also considered in detail. Extranet is work system over global network. The possible ways of the financing of e-business were studied. There are bank systems; electronic money, postal money and so on. The broad list of the intranet systems was formed. The intranet systems are inside electronic system of company organization, and are based on a common local electronic system. There is such a definition of e-business:

E-business - is a technologically motivated approach to conducting business, which allows to accelerate the business-process with a parallel reduction of costs/ increasing the profit; considering all possible sides of enterprise activity from outside and inwardly.

My analysis is saturated with analysis of the forms of electronic commerce (e-commerce), my own definition is suggested here too, as well as a detailed study of the mechanisms of their types and subtypes action and interactions based on the forms of Internet presentation, statistical and analytical data.

E-commerce - is a system, consisting not only of operations of purchase and sale by electronic network. Its also includes the possibility of accompanying the processes of generating demand for products and services, automation of administrative duties, connected with sale and processing orders, as well as with improving exchange of information between partners and offering after-sale service and customer support. The section also contains functional description of the main intranet systems with built-in functional modules. Where for

each system and module there are determined mean statistical data of profit increase / costs decrease.

To solve the problem we suggest that the propose system be used at the enterprise. There are good prospects for further more stable development of the enterprise.

INNOVATION POLICY AND STRATEGY OF UKRAINIAN ENTERPRISES

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An effective innovation policy is seen as a major prerequisite for developing a knowledge-based economy in any country. A characteristic feature of the current innovation policy in Ukraine is the well-stated intention to exploit scientific technological innovations for the purpose of economic growth. In reality, however, this policy has not been implemented. Many economists and politicians in Ukraine believe that an active innovate policy requires large resources, which could become available only when economic stability is achieved. As a result, the problems of innovative development remain off the current economic policy agenda of Ukraine. At the same time, there is a direct connection between the menace of further economic decline of Ukraine.

Innovation activity is now one of the most important ways for Ukraine to get out of the economic crisis. As statistics implies, introduction of innovations has a positive effect on economic indicators of production. So, in last few years 56% of Ukrainian enterprises have increased their production and competitiveness as a result of introduced innovations. 43% have widened their foreign markets, 30% have decreased materials and energy-consumption in their products and introduced ecologically clean production processes.

Not all Ukrainian enterprises which have changed the form of ownership feel that they are masters of the situation and in many aspects they live a life of today's needs. Most of them do not carry out an active work to introduce innovations. Only each fifth of them has been engaged in innovation activity. At this, the most have