

minimization of scraps or their repeated use with the purpose of decreasing of their direct influence on an environment.

At an evaluation of influence of the project on an environment (atmosphere, the water and ground resources, flora and fauna etc.), first of all it is necessary to take into account the influence to health of the people and safety of working places, and also on social and cultural values of company.

The successful development of the investment projects provides an availability of reliance that the potential negative influence to an environment will be determined and to be evaluated in such a manner that it can be avoided or reduce by entering respective alterations for stages of designing.

The quantitative measurement of influence of the project on an environment is offered to be based on an evaluation of ecology-economical damage reflecting consequence of ecological changes accompanying the project. Thus the special attention is necessary to giving to definition of size of damage on natural resources used at realization of the project (especially not renewed or renewed during long period).

ENERGY INFORMATIONAL BALANCE OF ENTERPRISE

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Introduction

On the border of the third millennium the mankind has met a problem of a global changing of world ideology which was prepared by revolution in the field of the communication and information which has reached such scales that predecessor couldn't even image them. The mass computerization, introduction and development of the heaviest informational technology has brought to the impression jerk in future in fields of education, business, industrial production, scientific researches and social life. The information was changed into global basically inexhaustible resource of the mankind which has entered the new epoch of development of the civilization – epoch of intensive mastering of this informative resource [1].

Conception about informative economy

The growing dependence of the industrially developed countries from the resources of the information-technical, economical, political, military, and also from the level of development and efficacy of using of remedies of her broad cost and processing has brought to appearing of new conception on the border of the eightieth years – “national information resources”.

Certainly, information was gathered and valued always. There is a new impetus growth of the economic sense of informative resources in the industrially developed countries during the decades.

Energy informational unity

Between information and energy, as two essential beginnings, there is a dialectic unity. The information is born from energy. Exactly, from difference of energy potentials, which find different natural essences. In this sense the energy can be considered as means of production of information. The energy potentials are formed owing to informatively organized activity of separate part of the scheme. At the expense of it the metabolism is carried out and the free energy is extracted from an environment. The increase of an energy potential of system can be reached only as a result of its perfecting and increase of efficiency of activity of its subsystem.

That's why we can speak about energy-informational unity of processes of development of a system and evolution of the nature.

Energy informational balance of the enterprise as open stationary system.

The enterprises make up functions which are in the social-economic systems similar with living organisms which are in the ecosystems. The main function of these is a production and concentration of a free energy in the system.

The enterprise is one of the kinds of open stationary systems. Its development submits to all regularities which is peculiar to this class of systems.

One of the fundamental laws of nature, where is the development of any open stationary system is the law of conservation of energy. It can be formulated next: any material system can not develop or operate, not consuming a free energy (E_g), which is spent for changing internal energy of system (ΔU), on

scattering of energy in an environment (E_d), and on making of work (W):

$$E_g = -\Delta U + E_d + W, \quad (1)$$

The system must use up energy for making up a work on enumerating direction. It carries on that three powerful components appears in the balance of system: E_e , E_c and E_t (life providing, compensative and transformative).

Thus, we can show the formula of the powerful balance of open stationary system in final form:

$$E_f = \Delta U + E_d + E_l + E_c + E_t, \quad (2)$$

Where ΔU - changing of an internal energy of system.

The peculiar equivalents of life providing components of energy balance (E_l) is conditioned by basic technological kinds of costs on producing of production (as a first approximation is an average reminder of circulating assets at the enterprise minus overhead consumptions)

The compensative component of balance (E_c) is formed by consumption connecting with an acquisitions and containing of a passive part of basic capital (buildings, structures, transmission devices, force machines and equipment, etc.), containing of administrative and auxiliary personnel, and other kind of an overhead consumptions. Only they are called up to realize the function of negative feedback mechanism holding equilibrium (balance) condition of the enterprise within limits of the reached nomenclature of producing production, which one, in the end, defines also homeostasis of the enterprise.

Any deviation from a condition of a homeostasis causes increase of compensative component (E_c) on neutralizing of these deviations.

In particular, changing of traditional supplies and consumers of production causes growth of the transport costs and marketing costs.

For economic system, as well as for their physical analogs, it is extremely important to maintain a difference of the potentials with an environment, where system extracts "free energy". With reference to

the enterprise peculiar analog of "free energy" is volume of received profit.

Thus in accordance with forming the bases of informative society, unprecedented in the dynamism, трансформационные processes at the enterprise, which one early were only episode in their life, should become the basis of its activity. Just they ensure to firm safe function in a modern world and are the lien of stable development on the basis of constant increase of efficiency.

FORMULATING ICT STRATEGIES

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National and regional ICT strategies and policies in developing countries and regions will determine whether the growing availability of ICTs and their applications brings social and economic improvement or leads to new forms of exclusion. An effective strategy must include the accumulation of capabilities to assess the strengths and weaknesses of various hardware and software alternatives and to select specific applications in line with development priorities.

As developing countries join the global information infrastructure, they will need to establish effective ways to maximize the benefits and control the risks of ICTs. This means coordinated action, encompassing the technologies and services, as well as many aspects of the institutional environment. Strategies are needed to establish the necessary S&T, engineering knowledge, and management techniques and to build the social and economic institutions needed to reap the potential social and economic benefit of ICTs.

Priority should be given to policies, regulations, education, training, and technology-assessment programs to enhance the capacities to creatively produce or use ICTs. The balance between producing and using the new applications will differ from country to country. New coalitions of resources and partnerships among stakeholders, including the business sector, will need to be encouraged, in line with each country's development priorities.