

# MARKET OF INFORMATION SERVICES OF UKRAINE

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The process of commercializing scientific ideas and proposals is the process of bringing innovations to the market. Unlike other product markets, the innovation market is a market for economic development, accelerating scientific and technological progress. This is a set of organizational and economic relations arising in the process of exchanging the results of innovative activities and harmonizing the interests of participants in terms of prices, timing and scale of this exchange. The innovation market includes markets for intellectual property, information and financial services, labor, production and technological services and finished innovative products [2, p. 274]. The state of innovation markets is influenced by both external and internal factors. External influences include the economic crisis, the development of technology transfer and outsourcing processes, and other factors of the international level. Internal factors are represented by political, economic, scientific and technical, production and financial features of the country's development.

One of the most important markets in the country's innovation infrastructure, especially when it comes to the Ukrainian economy, is the market for information and expert consulting services, which works in close cooperation and in parallel with the intellectual property market. In this market, information about the emergence of new scientific and innovative ideas, proposals, developments is offered as a product, it is here that expert and analytical services of economic analysis and the search for the most promising ideas are offered, as well as consulting services for innovative business planning. Interaction in the information services market is often

interactive. The structure and content of the products of the information market are very diverse and very changeable.

Ukraine is making confident steps regarding the entry of the innovative services market into the international arena as an outsourcer for Western countries. So, in 2019, the rating “The 2019 Global Outsourcing 100” included 17 Ukrainian companies engaged in IT outsourcing with headquarters located in the cities of Kiev, Kharkov, Dnipro and Lviv. Some of them are named as follows: SoftServe, Ciklum, Infopulse, ELEKS, Intellias, SigmaSoftware, N-iX, Miratech, AMCBridge, Softengi, Program-Ace. For comparison, in 2015 there were only four of these companies in the ranking. The number of specialists who currently work at Ukrainian IT companies is from 100 to 6 thousand people [1]. Also, the ranking includes foreign companies that have opened large offices in Ukraine: global Luxoft, Belarusian Intectics, American TEAM International Services and Softjour. All this has a positive effect on improving the image of Ukraine in the global IT market and on the activation of its information services.

### **References:**

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