

## **Value guidelines for the innovative policy to ensure the sustained development of communication technology and electronic business in Russia**

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### **ABSTRACT**

Development of the state and society in the modern era is impossible without introduction of new information and communication technologies. Special importance is acquired in the States of post-authoritarian political system. Development of information technologies in such countries is possible only through joint activities of the state and business. In countries such as Russia only the state can have a significant impact on the formation of a modern infrastructure for the development of information and communication technologies. For this the government must create the appropriate conditions for e-business. In the modern conditions of the Russian statehood's post-crisis development, the state's need to create an effective, innovative policy in the field of electronic business has recently become drastically more urgent. This work draws a conclusion on the range of value guidelines to be used in forming such a system.

**Keywords:** development of communication technologies; state policy; Innovative policy; electronic business;

## 1. INTRODUCTION

Constructing an innovative-type economy in Russia is problematic, as a "modernization model", in all market and political aspects of the "state motto", is included in the agenda. For purely subjective reasons, this theme's place can vary in the program rhetoric. Objective economic realities, however, will eventually bring to the foreground the need for deep revision of the state's social and economic development strategies.

Naturally, as in most industrially developed countries, the national economy's electronic sector is an important sphere requiring elaboration in an adequately stimulating state development model (program). Not coincidentally, it is considered that "the state's main function in market relations is to protect the freedom of persons, property and business. The state should work hand in hand with the market." [1]. For example, national significance and the economic value of innovation are emphasized as reasons for the state's need to regulate innovation. Presently, innovations are a business entity's main means for profit growth. However, without state regulation, many innovations could not be put quickly into practice [2].

## 2. RESEARCH METHOD

In the last decades, the rapid development of information technologies combined with objective globalization processes has led to the formation of a new economic activity - electronic commerce, or electronic business [3]. When describing modern electronic business in Russia, and prospects of its development, it is necessary to take into account that it is formed and evolves in full conformity with worldwide economic development trends. It is noted that the dynamics and all main features of this development mirror the growth parameters seen in other countries [4]. At the same time, experts note that in the most developed Moscow region, electronic commerce today is approximately at the same level of development as that of the mid-1990s United States.

Both Russian and western researchers predict for the next few years the rapid growth of the Russian electronic market, especially in such sectors as B2B and B2C. Despite the influence of consequences from the worldwide financial and economic crisis, experts predict over the next five years a high rate of growth for Russian electronic commerce: from 60% to 120% per year [3].

It is the electronic segment under discussion, in which the state's role in forming an innovative economic climate, as well as the infrastructure for corresponding research and development must ensure maximum growth they are therefore of crucial significance. The state may only solve this problem by executing a systematic, consistent set of actions aimed at stimulating innovative activity. This will increase its efficiency and the broad application of results to accelerate the country's social and economic development, and most fully satisfy social needs [5]. The realization model for an innovative state policy, in terms of forming and supporting electronic business' sustainable development in Russia, can only be created if such actions are arranged into certain system. We perceive such sustainable development, in its most traditional sense, as a process of changes in which the exploitation of resources, direction of investments, orientation of scientific and technical development, introduction of new information technologies, social and economic development, and institutional changes are coordinated and strengthen the potential for satisfying this generation's human needs and aspirations [6], [7] without depriving future generations of the opportunity to satisfy their own needs [8].

Therefore, sustainable development is a creative evolution of the system, during which no transformations within the system, nor external influencing factors can upset its dynamic balance [10].

The problem is the revelation and substantiation of corresponding, scientifically grounded concepts, and their delivery to society. As part of the state's social and economic policy, the innovative policy for electronic commerce actually reflects the attitude of the state towards

corresponding innovative electronic activity. It determines the purposes, directions and forms of activity of Russian Federation science and technology public authorities, as well as the realization of science and technology achievements [10]. However, the need to establish at least the main value priorities of such state policy is explained not only by their national significance, but also by their economic value [11].

It is also connected with other factors: globalization of information and communication technologies; significant social and economic changes in the Russian society; information capacity of administrative activity over public authorities and bodies of local self-government; intensification of international tax and budgetary competition in the field of taxing the results of electronic economic activity; and rapid development of international economic relations carried out using global computer networks. Global computer networks (and first of all Internet) are understood as the information and communication open access infrastructure forming the virtual interactive information environment in which global (not limited by territory and jurisdiction) digital data exchange in various access modes is realized for the benefit of an unlimited range of users. Network users are all persons accessing the information and/or distributing the information with the help of the global computer network.

### **3. RESULTS AND ANALYSIS**

The problems which develop in choosing value priorities for such a state policy and in the process of realizing information activity using the global computer networks become increasingly more urgent for both the most industrially developed countries – including for their control and supervising authorities, the international organizations and for consumers of various goods, works and services distributed (carried out and rendered) using the Internet – as well as for natural and legal persons who carry out economic activities using the Internet. These problems carry a particular significance for the Russian Federation in light of the current absence of effectively functioning legal mechanisms for ensuring the security of information. Russia lags considerably behind the most developed countries, and some in transition, in terms of level of introduction of information and communication technologies.

At the same time, as practice has shown, it is impossible to take full advantage of the experience of western countries. As of today, there is no recognized global model or concept for state policy in the field of forming and supporting innovative, sustainable development of electronic business. At the same time, the global computer network, or Internet, has reached such a level of development and can influence social life to such a degree, that the transition from self-development to state influence over electronic business development is inevitable. For example, the current absence of taxation of legal subjects who/which carry out electronic activity aimed at profit earning in the information environment of the Internet results in both infractions of constitutional taxation rules and direct budgetary losses at all levels.

Presently, Russian legislation has no efficient legislative acts at the federal level which would be specially devoted to systemic regulation of social relations formed in the process of use of the global computer networks' information environment. Neither the procedure for carrying out various kinds of economic activities using the Internet, nor the procedure for Russia's formation of state and municipal electronic management systems similar to those presently in use in more than 60 countries (e-Country, e-Government, e-City, etc.) are currently arranged. Separate regulations about possibly using certain information and communication technologies in various fields and sectors are contained in various legislative acts which are not devoted specially to the regulation of the information relations. However, the efficiency of their use in conditions where there are no general principles for the legal organization of the information environment in global computer networks established at a legislative level gives rise to unfavorable commentary.

Therefore, for the present, a necessary state policy in the field of forming and supporting the innovative development of electronic business in Russia currently has no stable legal or organizational foundation. This is partially because there is no mature system of value guidelines to be used in the future to determine target characteristics and concrete parameters of such a policy's actions.

The above-mentioned circumstances (as well as a number of additional problems), connected with changes in both the direction of development of information society as a whole and in understanding of the current national economy's features, create an especially urgent situation where it is necessary to determine the main priorities and value guidelines upon which the state's innovative policy's plan of action in the field of forming sustainable development of Russia's electronic business should be built in the future.

Furthermore, the value priorities must take into account the features of all current and predicted types of electronic economic activities.

We have a model for the required value guidelines. The first group consists of value guidelines of macroeconomic significance which act, so to speak, as the fundamental "minimum system requirements". Many researchers have repeatedly emphasized their constituent value and their substance has been discussed quite fully in various works. Such value guidelines particularly ensure the country's national economic security [12], [13], complete restoration and modernization of the national economy [14], [15], achievement of the national economy's sustainable development and working through the negative consequences of realizing an open economy model focused on the external market, not ensuring the protection of the Russian Federation's national interests [9].

The second group (special organizational) establishes the violation of rights and freedoms of other persons as a single criterion for the unconditional introduction of restrictions on realizing human and citizen's rights and freedoms in the field of employing information technologies and the Internet. It ensures the absence of discrimination for remote labor activities carried out using the Internet, by establishing wage rates, social compensatory payments and social guarantees. It also ensures unity and free movement of goods, services and financial resources in electronic and digital form in the information space. It prohibits non-judicial disclosure of private electronic correspondence and any other message transmitted in electronic and digital form via an information and communication network. It ensures the indirect measures for stimulating the development of private electronic economic (but not entrepreneurial) activities aimed at improving the quality and accessibility to citizens, at their places of residence, of competent medical and legal aid, cultural development services, education and self-education, scientific and technical development. It ensures the expansion of citizen participation in administrating state affairs using "electronic government" technologies, the increase of citizens' accessibility to public services by means of the Internet. Lastly, it ensures the expansion of Russian Federation citizens' capabilities to realize their electoral rights and their right to make requests using information technologies.

In this case, the actions for realizing this innovative policy will completely correspond to the offered guidelines and will ensure:

Realization of a single state policy in the field of innovative information infrastructure development;

Creation of conditions for greatest possible freedom of personal development by providing unimpeded access to information technologies and to application of global computer networks;

Observance of users' rights and legitimate interests in terms of information and information technologies;

Inviolability of property and freedom of contracts in the field of information technologies and electronic business;

Impermissibility of arbitrary interference with private affairs and economic activities which are legally carried out using global computer networks;

Unimpeded realization of rights and freedoms in the field of information technologies and electronic business;

Restoration of economic rights, currently imposed upon, in the field of applying networks and their judicial protection.

#### **4. CONCLUSION**

The innovative policy in the field under discussion can be carried out effectively if public authorities of the Russian Federation and public authorities of subjects of the Russian Federation bodies of local self-government realize legal, economic, organizational and other measures. In particular the above listed bodies must, according to their authorities: first, participate more widely in development and realization of special-purpose programs for applying information technologies, development of innovative application of global computer networks for the purposes of small- and medium-size electronic businesses, development of state and regional electronic management systems and local electronic self-government systems ("electronic government" systems); second, create an information infrastructure of electronic business. For example, provision of information systems and information resources in global computer networks, and free access to the information they contain in Russian and the state language of the corresponding republic of the Russian Federation.

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