

MODELS AND METHODS FOR INCREASING THE EFFICIENCY OF INNOVATIVE RESEARCH

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SPECIFIC ASPECTS OF COMMUNICATION AND INFORMATION SERVICES IN THE DIGITAL ECONOMY

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Abstract. *In this article, the economic changes that are being carried out in our country today, the creation of new jobs at the basis of them, the specific aspects and characteristics of communication and information services in the conditions of the digital economy, and the issues of improving the organizational and economic mechanism have been studied by the author.*

Keywords: *digital economy, business, communication and information services, organizational and economic mechanism*.

The socio-economic development of the service sector is based on its content of increasing the well-being and quality of life, creating optimal conditions for the development of human capital associated with the formation of modern industries, and the distribution of a relatively high level of division of labor. covers various directions of economic activity.

The methodological and theoretical basis of the research is based on the theoretical works of foreign scientists in the field of information management, system management, communication and information services in the field of automated information technologies in the economy Glebova V.A., Dika V.V., Eremeeva L.N., Shlimova E.L., M. Bolton.

Periodical publications on the studied topics are used in the work. It also uses promising technologies and concepts of building information systems for management bodies focused on open systems architecture, principles of organizing the information infrastructure of local government bodies using network diagrams for the interaction of global network elements.

It is appropriate to develop a two-stage methodology for training municipal employees in the field of using information and communication technologies in the management activities of local government bodies. The following can be determined according to the specific aspects of communication and information services in the conditions of the digital economy:

- organizational and economic mechanism of information and communication technologies;

- a two-stage methodology of training municipal employees in the field of information and communication technologies;

- the model of using the organizational and economic mechanism of information and communication technologies allows to improve the organizational and functional structure of the activities of local state authorities and to reduce the costs of inefficient investment of budget funds in the development of information and communication technologies;

- the two-stage methodology of training specialists in the field of application of information and communication technologies allows to improve the quality of training of highly qualified personnel in the field of application of information and communication technologies in the activities of local state authorities.

It can be taken into account in the development of regulatory, legal, methodological and financial documents aimed at improving the organizational and economic mechanism of the use of information and communication technologies in the management activities of local state authorities.

As a result of the scientific and practical work carried out during the research, the following conclusions were drawn and proposals were developed:

- economic and organizational measures for the effective implementation and use of the information and communication mechanism in management activities are proposed and justified, in particular: a meaningful diagram and matrix of the structure of financial and information flows, areas of activity and directions, which are the information technology mechanism content, areas of activity of local state authorities;

- the organizational-functional structure of communication and control effects in management activities, which shows the complex set of proposed solutions, the existing need to integrate the activities of local state authorities;

- the model of the organizational-economic mechanism of the use of information and communication technologies in management activities is considered as a set of managerial, managed, targeted and supporting subsystems that interact with each other on the basis of scientific and technical methods, methods, principles and requirements. aimed at implementing the main goals and tasks of local government bodies in the information environment, simplifying and significantly improving the activities of local government bodies, and reducing the costs of inefficient investment of budget funds in the development of information technologies;

- a mechanism for the use of information and communication technologies using a systematic approach was developed and implemented, which ensures the

creation of an integrated ICT infrastructure and optimizes the management functions of local government bodies;

- a two-stage methodology for the training of specialists was developed, tested and recommended for use in the city training center, which allows to improve the quality of training of highly qualified personnel in the field of information and communication technologies, to effectively train specialists helps support. the activity of local state authorities using information and communication technologies is confirmed by the act of implementation;

- the testing of research results was carried out on the basis of indicators and factors that determine the effectiveness of the use of the information and communication technology mechanism and help to increase the effectiveness of interaction between the authorities and the public, that is, to increase the quality and quantity of the services provided , emergence of new forms of mutual cooperation;

- the cost-effective ICT mechanism introduced in the management activities of local government bodies is aimed at improving the organizational and functional structure of the activity, helps the balanced economic development of the municipality and is confirmed by the implementation act; The evaluation of the economic efficiency of the introduction and use of information technologies presented in the dissertation proves the need to use the ICT mechanism in the management activities of local government bodies.

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