

DEVELOPMENT OF IT SPHERE IN THE CONDITIONS OF EUROPEAN INTEGRATION: PERSPECTIVES AND PROBLEMS

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In this work tendency of IT sphere development in the conditions of process of European integration was considered. The actuality of work is based on the idea that despite the unstable situation in our country, European community considers Ukraine as a strategic partner in many areas, especially in IT, signing in recent years Association Agreement and the received conclusions will help to highlight the inherent advantages and possible dangers of this process. By itself, the IT is also a good example of a successful and competitive business of Ukraine in the global market, including both domestic and foreign companies working in Ukraine. That is why further research during the work were based on searching benefit and protection of domestic firms. European integration makes Ukraine very attractive for foreign investors. Having very favorable situation on the world of IT-market will ensure recovery of 35-40% growth rate of IT-export and export volumes will reach \$ 9.10 billion in 2019, exceeding 7% of the current national exports. Ukrainian company will have access to European programs, funding research projects and startups. In this case, the development of IT-industry has great social importance of new job places creation as it facilitates the formation of the middle class. Moreover, the Ukrainian company in the field of e-commerce, will be able to expand their business models and scaled projects through the association between the EU and Ukraine and opening the European market. Investment in Ukrainian firms will help the IT-industry in Ukraine to increase their level through modernization and introduction of new technologies. However, there are certain risks of negative effects of European integration on the Ukrainian company, which were notified. Firstly, some of the domestic goods and services are not competitive even in the domestic market. "They essentially lose foreign companies with branches in Ukraine and global competition we are just not ready," - says Alexander Olshansky, president of Imena.UA/MiroHost. Secondly, European integration will lead to relocation of Ukrainian projects, which may result in the fact that Ukraine will lose not only the large number of projects, but also valuable footage. Thirdly, it will lead to the growth not only of foreign consumers, but also of competing companies that can tragically affect the number of firms and therefore work places. Thus, in the work conclusion were made about the extremely necessary of IT development and investment, because of its great social importance: the growth of exports to \$ 9.10 billion can create an additional 120,000 paid jobs; the average salary in the IT-sphere today is about \$ 2,000 a month, which is much higher than the income of citizens in other sectors of the economy; implementation of large IT-projects in Ukraine will keep the country's best engineers and managers. Overviewing the high potential of Ukraine personnel for the IT-industry, industry development will stimulate the related areas, including higher education and IT-education and will attract hi-tech investment in the Ukrainian economy.