

INFORMATION TECHNOLOGY IN THE DEVELOPMENT OF THE ECONOMY AND SOCIETY

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Abstract: Today, information technology plays a big role in the development of the modern economy. Now quite often you can hear concepts such as virtual or information economy. This is since information technology and the economy are two fairly closely related areas that together give a positive economic effect, as well as a positive production result. Without the use of the latest IT, the modern economy will not be able to develop dynamically and quickly, and the state will be on the list of lagging ones. Nowadays, modern information technologies are used in the economy with the goal of effective and efficient computer processing of information resources, their transfer to any distances in the shortest possible time. The relevance of choosing a topic is since information and communication technologies in the development of the economy and society are a key tool in business management. They determine all the activities of the company in the long run. Not only the financial performance of the enterprise, its competitiveness but also the very fact of its existence depends on effective information and communication technologies. This problem is especially acute in the context of economic modernization when many enterprises suffer losses largely due to the inefficient use of information and communication technologies.

Keywords: Internet technologies, information technologies, website, information society.

1 Introduction

The development of the economy is closely connected with the development of any society because it is impossible to consider any economic tasks and problems outside of society. In any society, many different technologies are simultaneously created and used. At the same time, social processes include technologies such as economic, social, political, spiritual, environmental, demographic, information, and others.

Information technology can exist independently. In most cases, they are associated with various processes carried out in society. In these processes, information technology plays a role. So, for example, information technology plays a role in the economy related to government and business management.

Information technologies are used in e-commerce, provide access to financial markets; contribute to solving problems associated with increased employment, the influx of investment, especially in small and medium-sized businesses; with a rise in productivity, expand the capabilities of all sectors of society; find application in distance education and telemedicine, in environmental management and monitoring, to prevent and eliminate disasters, etc.

Information technology is a strategically important industry that affects all aspects of the life of any modern society (state). Experts note that their main goal is to make people anywhere in the world better off.

In government administration, the use of information technology primarily helps government agencies control the collection of taxes and expenditures, collect statistics and perform other functions aimed at strengthening the state.

In business, information technology is the main tool for managing a company, controlling costs, a way to increase labor productivity and income. They provide tools for analyzing financial and production activities, evaluating business performance, marketing, managing production, and customer

relationships, storing information, training and monitoring knowledge, and collecting and analyzing various statistics.

The UN is developing projects that will accelerate economic growth and raising the living standards of the population in different countries using information and communication technologies (ICT). Representatives of some states, members of the international community, claim that information and communication technologies are becoming the basis (base) for creating a global knowledge-based economy. In their opinion, ICTs can make an important contribution to accelerating economic growth and ensuring the sustainable development of various countries, contribute to the eradication of poverty and the effective integration of states into the global economy.

The implementation of these projects will allow us to effectively develop international cooperation, jointly solve economic, environmental, military, legal and other problems, including in education, tourism, and culture. The result will be the integration of state and banking, public structures, industries, and other entities.

2 Materials and Methods

Key elements of the global economy (financial globalization, globalization of markets for goods and services) rely on information resources located in global networks such as the Internet. Their integration (integration) is carried out as a result of the widespread use of world telecommunications, for example, space communications (communication satellites).

Experts say that modern business is unthinkable without its information support via the Internet. At the same time, the global world economy works as a single whole in real-time, forming a single global information space. This technology contributes to a sharp increase in the volume of information products and services, the use of electronic commerce in business.

The use of information and communication technologies opens up great opportunities for economic growth and social development of states, but at the same time creates problems and risks, and creates deepening interstate and intrastate inequality. In particular, we are talking about the unequal opportunities of people to create and use available electronic information resources, especially on the Internet. (1)

If access to the use of these technologies is not expanded, a significant part of the population of developing countries will not benefit from them. The enormous potential of information and communication technologies is not sufficiently applied. This led to the emergence of a "digital divide", "virtual barrier" to trade. Such a barrier can isolate manufacturers, organizations and states that do not have access to new technologies from the markets.

There are seven main areas in which information technology has a direct impact on the development of the economy and society:

- according to the purpose and nature of use, information technologies are divided into supporting and functional;
- according to the user interface, information technology is divided into packet, interactive and network;
- according to the method of organizing network interaction, information technologies are divided into local, multi-level and distributed;
- according to the principle of construction, information technologies are divided into function-oriented and object-oriented;
- according to the degree of coverage of management tasks, information technologies are divided into information technologies for data processing, information management technologies, information technologies for office automation, information technologies for decision support, information technologies for expert systems;

- according to the nature of the participation of technical means in a dialogue with an IT user, they are divided into information and reference and information-consulting;
- according to the method of industrial production technology management, information technologies are divided into decentralized, centralized, centralized dispersed, hierarchical.

Speaking about the development of information and communication technology systems, it is especially worth noting the strategically important importance that the development of the high-tech telecommunications industry has for us. Today it is inconceivable to imagine life without computer equipment, information technology, the Internet, and cellular telephone communications. (2)

It is noteworthy that the information economy has changed the function of money, which at the present stage act as a means of settlement. Today, thanks to the development of information technologies, virtual banking, and payment systems have appeared, which play a significant role in the development of the modern economic activity of states.

Besides, information technology in the economy is a set of actions that are carried out on economic information using computers and other equipment to obtain a positive optimal result.

In economics, information technologies are needed for effective processing, sorting, and selection of data, in order to implement the most efficient process of human-computer interaction to satisfy information needs, as well as for operational interaction.

Also, information technologies serve as an effective tool in making economically important decisions and participate in the process of effective management in any area of human activity. Modern models of information technology provide additional opportunities for miscalculation and forecasting of an economically important result so that on its basis a right and balanced management decision is already made. Also, these models make it possible to calculate the total economic effect, risks, and flexibility of system indicators. (3-4)

Properties of information technology:

1. Information technology allows you to activate and effectively use the information resources of society, which today are the most important strategic factor in its development.
2. Information technologies make it possible to optimize and, in many cases, automate information processes, which in recent years have occupied an increasing place in the life of human society.
3. Information processes are important elements of other more complex production or social processes.

The formation of the information society in the country is inextricably linked with education in this society.

It is social specialists who must be the first to respond to these changes in society. Social educators and social workers as specialists of various social services complement and develop the multifaceted activities of educational institutions, health care, culture, sports, public organizations, interact with them, performing an integrative function in the relationship of state and public structures with the family and personality. The emergence of such specialties as "social pedagogy" and "social work" allows us to solve several interrelated tasks: the formation of a worldview that is adequate to this stage of the social and economic development of our country and the world as a whole, each person's awareness of his place in life, including professional self-determination; implementation of social adaptation based on the ability to make decisions in conditions of uncertainty; development of communication skills and abilities to build their relationships with various social structures. A social educator has to work with a wide variety of categories of the population: children, disabled people, the

elderly, which makes high demands on his professional training. Significant help can be provided by modern information technologies without which a specialist simply cannot do it today. And the earlier the social teacher and computer "make friends", the more effective it will be his pedagogical activity.

The ability to apply modern information technologies in their activities is becoming one of the main components of the professional training of any specialist, including a specialist in the social sphere. (5)

Information technology has entered all areas of our lives. The computer is a means of increasing the effectiveness of the learning process, participates in all types of human activity, is indispensable for the social sphere.

The present is characterized by an unprecedented increase in the volume of information flows. This applies to almost any field of human activity. The largest increase in the volume of information is observed in industry, trade, financial, banking and educational fields. For example, in industry, the growth in the volume of information is due to an increase in the volume of production, the complication of products, materials used, technological equipment, expansion of external and internal relations of economic objects as a result of concentration and specialization of production. (6)

Information is one of the main, decisive factors that determine the development of technology and resources in general. In this regard, it is very important to understand not only the relationship of the development of the information industry, computerization, information technology with the informatization process, but also the determination of the level and degree of influence of the informatization process on the sphere of management and intellectual activity of a person.

The problems of information in general and management as an information process receive a lot of attention due to the following objective processes:

- humanity is experiencing an information explosion. The growth of information circulating and stored in society came into conflict with the individual capabilities of a person to assimilate it;
- development of mass communication processes;
- the need to develop a general theory of information;
- development of cybernetics as a management science;
- research in the field of natural sciences confirms the role of information in the processes of self-organization of animate and inanimate nature;
- the actualization of the problem of sustainable development, the formation of the information economy, the main driving force of which is the information potential, information resources;
- the problem of the prospects for the development of mankind as integrity makes it necessary to raise the question of the criteria of progress in modern conditions.

An important place in the understanding of such a concept as "information" and the mechanism of information processes in society and its institutions is occupied by the concept of the information environment, which is, on the one hand, a conductor, converter and distributor of information, and on the other hand, a source of motivating reasons for people's activities. In the process of his activity, a person actively interacts with the information environment, getting new personal knowledge from it, generating new knowledge and presenting it in the form of information that it places in the information environment. (7) Any business entity is characterized by a certain information environment in which it is immersed. This information environment reflects the level of development of an economic entity and defines certain principles of the information behavior of people in communication with each other.

It should also be noted that the exclusive role of information in modern scientific and technological progress has led to the understanding of information as a resource, as necessary and

important as energy, raw materials, financial and other resources. The information has become the subject of purchase and sale, that is, an information product that, along with information constituting the public domain, forms the information resource of the company. (8-9)

Currently, the dissemination of information in the information sector of the economy cannot be imagined without the use of new information technologies. The moment has already passed when new information technologies were developed mainly for the internal needs of an organization. Now information technology has become an independent and rather profitable type of business, which is aimed at meeting the diverse information needs of a wide range of users. (10)

The use of modern information technologies provides an almost instant connection to any electronic information arrays (such as databases, electronic directories, and encyclopedias, various operational reports, analytical reviews, legislative and regulatory acts, etc.) coming from international, regional and national information systems and their use in the interests of a successful business.

3 Results and Discussion

Information technologies play an important strategic role since their application allowed us to present in a formalized form suitable for practical use, a concentrated expression of scientific knowledge and practical experience for the implementation and organization of social processes. This led to the saving of labor costs, time, energy, material resources necessary for the implementation of these processes. The role of information technology is growing rapidly, due to a number of their properties: (11-12)

- IT allows you to activate and efficiently use the information resources of society, which saves other types of resources such as raw materials, energy, minerals, materials and equipment, human resources, social time.
- IT used to be a means of increasing the personal productivity of employees, and today it is becoming a force that helps companies gain and maintain competitive advantages.
- IT implements the most important, intelligent functions of social processes.
- IT affects not only the functioning of individual companies but also the economy as a whole. They turn into a social phenomenon that determines how society looks on a global scale.
- IT provides informational interaction of people, which contributes to the dissemination of media. They are quickly assimilated by the culture of society, remove many social, domestic and industrial problems, expand domestic and international economic and cultural ties, affect the migration of the population on the planet. (13)

General characteristics of information technology:

- IT occupies a central place in the process of intellectualization of society, in the development of the education system, culture, new (screen) art forms, in the popularization of masterpieces of world culture, the history of human development. (14-15)
- IT plays a key role in the processes of obtaining, accumulating, disseminating new knowledge.
- IT allows you to implement methods of information modeling of global processes, which provides the ability to predict many natural situations, environmental disasters, major technological accidents, increased social and political tension. (16)
- Professional knowledge is integrated through IT in high technology products and sold in the global market. There is a trade-in an invisible product such as knowledge, culture. A stereotype of behavior is imposed. That is why in the information society, information, knowledge, creativity become strategic resources. (17-18)

- Information technology has a huge impact by way of distance learning, computer games, computer videos, etc.
- The social impact of information technology will be a synthesis of Western and Eastern thought.

Information technology provides the user with:

- increasing personal productivity;
- informational interaction with other people;
- development of creative abilities;
- time-saving;
- obtaining and disseminating knowledge.

Information technology provides companies with:

- improving the efficiency of the enterprise;
- obtaining and maintaining competitive advantages;
- expansion of domestic and international economic relations;
- forecasting market behavior;
- search for ways out of their crisis.

4 Conclusion

The socio-economic importance of IT lies in the following interrelated points:

- they connect not individual workers, but entire collectives, spatially remote from each other and working in various fields of activity. This means the emergence of peculiar socio-technical systems designed to process knowledge;
- bring subjects together immediately (unlike vehicles), which leads to a sharp reduction in the cost of time, energy and material resources;
- improve such important production factors as the quality of work, the effectiveness of collective work and teamwork, facilitate communication and communication between different departments of the enterprise, increase the responsibility of employees for their decisions.

Thus, IT maximally broadens the horizons of intra- and intercompany cooperation, reduces its costs and thereby contributes to the development of global business.

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