STATE REGULATION OF THE SPHERE OF MODERN INFORMATION TECHNOLOGIES AND INNOVATIONS: FOREIGN EXPERIENCE

**Formulation of the problem.** At the turn of the 80's - 90's of the twentieth century. The strategic goal of development in many countries was the proclamation of the construction of an information society. Therefore, an urgent need for the present is the multidimensional study of the areas of state information policy and its special segment - the mechanism of regulation of the information sphere.

**Analysis of recent research and publications.** The following authors, such as V. Averyanov, G. Atamanchuk, I. Bachilo, Yu. Burilo, A. Vasiliev, V. Kopilov, B. Kormich, L. Kuzenko, B., made significant scientific advances in the development of issues of state regulation of the information sphere. Lazarev, A. Makarenko, V. Naumov, V. Opryshko, A. Radchenko, A. Sosnin, V. Tsimbalyuk, L. Shymansky, A. Yuschyk and others.

However, the scientists are not sufficiently considered the existing models of regulation of the information sphere and defined the mechanisms of adaptation of existing experience in this matter - the purpose of this article is an attempt to fill this gap.

**Presenting main material.** Today, researchers distinguish two models of state and market relations in the information sphere: Western and Eastern. The Western model is called the way that industrialized countries are going, in its framework one can distinguish a model of continental Europe and Anglo-Saxon.

China's information development is characterized by accelerated pace. At the heart of this development lies the model of economic cooperation between the state and the market. Significant investments by the Chinese government in the field of scientific and technological development, attraction of foreign capital are
already bearing fruit, promising in the future to turn this previously technically backward country into one of the world's centers of new technologies.

**Conclusions and perspectives of further research in this direction.** By 2020, Ukraine intends to become the leader in the field of IT outsourcing. A new project, which involves creating 100 thousand jobs in this area, launches the Ukrainian government together with representatives of IT companies. Expected revenues of more than $ 10 billion from the export of IT services in the US and the EU, as well as $ 1 billion in investment in expanding and modernizing the education system. In 2013, the first grants fund in the field of information technologies - Global Technology Foundation was created in Ukraine, aiming at support of IT projects in the field of public services, communications, media, education, healthcare, cloud computing. Among the priority directions of development and reform of the sphere of information technologies in Ukraine are:

– IT outsourcing, that is, the transfer of the internal unit or units of the enterprise and all related assets to the provider of services offering a certain service for a specified period of time at a fixed price;

– research centers, which should be created on the basis of public-private partnership; e-commerce;

– startups, which, according to analysts, form an important sector of the IT market;

– IT in the public sector - the modernization of the automation system, ranging from customs control to the introduction of e-government, requires significant investment, but is justified in the long term.