

**FEATURES OF COMMERCIALIZATION OF INTERNATIONAL  
INFORMATION PROJECTS IN THE CONTEXT OF EUROPEAN  
INTEGRATION**

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Innovations and innovations are necessary for the development of various spheres of activity of national economies. Therefore, most industrialized countries invest in the development of information projects. An important aspect in the development of research and development is their commercialization. Scientific developments and innovations in the context of European integration must be profitable. Therefore, in order for an innovative project to pay off and make a profit, it is necessary to commercialize it.

The relevance of the problem is determined by the fact that the processes of commercialization of research projects and information projects in the context of European integration are characterized by significant variability. The process may vary considerably in content and require the use of adequate decision-making techniques depending on the specific situation and circumstances arising from the context of diversification.

The commercial interest of business structures in the context of European integration is the ability to organize an innovative enterprise capable, on the basis of certain scientific ideas, inventions and research developments, to produce and supply to the market competitive products, goods and services in order to obtain acceptable profits and market share. To date, an analysis of the problems faced by business

structures in the context of European integration in their Innovation, showed insufficient attention to the problems of commercialization of research and development. In particular, in our opinion, this applies to innovative projects based on information technology. The processes of creating a new product or product, mastering, producing and selling innovative products, including those related to marketing and competitiveness, remain poorly understood.

IT-projects should be understood as projects or start-up projects aimed at the creation, implementation, modernization and use of new or existing information technologies aimed at the development of information systems. Currently, there are a considerable number of promising IT projects in the world, but many remain unimplemented on numerous startup sites in the conditions of European integration. Consider the main reasons for this condition.

One of the reasons why IT projects do not receive the necessary funding is the illiterate use of existing methods of commercialization. First of all, commercialization is the construction of a business based on the results of developments aimed at the development of information systems, where development teams, investors, CEOs participate [2]. It is also an opportunity to attract additional funds. Speaking of which, it is important to choose the method of commercialization. There are several ways of commercialization that are directly related to information technology. Monetization is presented as one of the ways of commercializing information technology.

If we talk about web-sites, applications, social networks, media services, exchanges, then the methods of monetization include:

- subscription system – sale of access to content for a certain period of time;
- microtransactions - the ability to purchase additional functionality or content, in addition to the free main one;
- advertising model – generating income from advertisers;
- affiliate model – a sales model in which the owner receives a reward from partners for forming interest in certain services.

For large information projects, more traditional methods of commercialization are used. Self-introduction of the product to the market, where the developer provides the product for rent in a certain territory, retaining ownership rights, or the provision of an engineering and technical service on the basis of a contract related to the installation, configuration of information systems. It is effective to sell copyright to a project that does not generate income. By selling the idea and rights, the developer receives one-time income, refusing further activities related to the project. By selling a franchise, the developer sells the opportunity to use the idea while retaining ownership [1]. Commercialization is the main element of the introduction of innovative products at all stages of the project life cycle [2]. In the modern economy, there is a lot of competition among IT projects. In order for the product to flourish in the local and foreign markets, it is necessary to choose the right way to commercialize your project, while maintaining rights and independence.

The process of commercialization of the results of research work and information projects is characterized by a number of features, such as:

- a high degree of risk due to the novelty of the resulting product;
- the high cost of innovation due to the large number of actors involved in the process of commercialization of innovations;
- a long time lag from the idea to implementation and profit, and then the improvement of the results obtained and the search for markets.

The effectiveness of the process of commercialization of information projects is manifested in relation to the result (effect) of commercialization to the resources spent on its implementation relative to the previous point in time [5]. Considering the tasks of assessing the effectiveness of information projects on diversification, it is proposed to use an approach that corresponds to the methodology for solving this problem in the conditions of entrepreneurship. use a system of indicators that includes indicators used to assess the effectiveness of the impact of projected activities on the external environment (including indicators of budget efficiency, as well as indicators reflecting the environmental and social consequences of the diversification project), indicators of market and commercial efficiency [6]. The state

plays a crucial role in the context of European integration in creating a favorable innovation climate and in promoting the commercialization of information projects.

In modern conditions, the European integration processes should be known and studied in the key of the strategy of European Open parity, as a result of which one of the main directions for improving research activities within the framework of the European Economic Space is to increase the efficiency of commercialization of information projects, increase the attractiveness of international research information projects for both domestic and external investors, as well as the development of cooperation with business structures. Thus, within the framework of The European Integration, it is necessary to create conditions and opportunities for the implementation and commercialization of integrative scientific and technical potential in the innovation and research sphere and improve the quality of international information projects.

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