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ОЦЕНКА ИНФОРМАТИЗАЦИИ ОБЩЕСТВА В АЗЕРБАЙДЖАНСКОЙ РЕСПУБЛИКЕ НА ОСНОВЕ SWOT-АНАЛИЗА

Аннотация: *исследовательская работа посвящена объективной оценке текущих условий в Азербайджанской Республике в направлении информатизации общества, которая является одной из основных движущих сил структурных преобразований в странах, и получению соответствующих выводов. В связи с этим сильные и слабые стороны, возможности и угрозы в области информатизации были проанализированы и оценены с помощью SWOT-анализа (Strengths, Weaknesses, Opportunities and Threats). Определенные стратегические направления, основанные на методологии SWOT, могут служить методологической основой для повышения эффективности государственной политики, реализуемой в области цифровизации в стране, и определения будущих направлений развития.*

Ключевые слова: *информатизация, SWOT-анализ, цифровизация, ИКТ,*

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ASSESSMENT OF THE INFORMATIZATION OF SOCIETY IN THE REPUBLIC OF AZERBAIJAN BASED ON SWOT ANALYSIS

Abstract: *the research paper is devoted to an objective assessment of the current conditions in the Republic of Azerbaijan in the direction of the informatization of society, which is one of the main driving forces of structural transformations in countries,*

and to obtaining relevant conclusions. In this regard, strengths and weaknesses, opportunities and threats in the field of informatization have been analyzed and assessed using SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. Certain strategic directions based on the SWOT methodology can serve as a methodological basis for increasing the efficiency of the state policy implemented in the field of digitalization in the country and determining future development directions.

Keywords: *informatization, SWOT analysis, digitization, ICT.*

The informatization of the society has become one of the main determining factors of social and economic competitiveness of states in an era of accelerating of digital transformation. The formation of a digital economy and information society in the Republic of Azerbaijan, development of ICT infrastructure, as key areas of state policy, act as the main driving force of progress. All the factors mentioned above, actualizes the strategic analysis of the level of informatization of society in the republic and requires a comprehensive assessment of development in this area.

Results of the assessment of informatization of the society in Azerbaijan based on the SWOT analysis

Expansion of the use of services such as digital transformation, innovative development, e-government, integration of the ICT to all spheres and others have been widely researched by different native researchers in Azerbaijan [1; 2; 3; 4; 5; 6; 7]. The informatization of the society is considered one of the main determinants of digital transformation.

In order to assess the informatization of the society in our country a SWOT analysis was conducted, allowing for a realistic assessment of the current situation in this area. The SWOT analysis methodology allows for a systematic identification of the internal potential and external environmental factors of the informatization process. In this regard, the matrix presented in Table 1 has been filled in.

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Table 1.

A SWOT matrix

Factors	*Opportunities*	*Threats*
Strengths	"S-O" area	"S-T" area
Weaknesses	"W-O" area	"W-T" area

Strengths and weaknesses, opportunities and threats were statistically assessed using mathematical methods presented in Table 2.

Table 2.

Evaluation of the SWOT situation analysis matrix

Strengths	*Importance*	*Price*	*Share*	*Opportunities*	*Importance*	*Price*	*Share*
1	Z^s_1	N^s_1	$Z^s_1 N^s_1$ $F_1 = \frac{}{\sum Z^s_i N^s_i}$	1	Z^0_1	N^o_1	$Z^o_1 N^o_1$ $V_1 = \frac{}{\sum Z^0_i N^o_i}$
2	Z^s_2	N^s_2	$Z^s_2 N^s_2$ $F_1 = \frac{}{\sum Z^s_i N^s_i}$	2	Z^o_2	N^o_2	$Z^o_2 N^o_2$ $V_1 = \frac{}{\sum Z^0_i N^o_i}$
…				…			
Weaknesses	*Importance*	*Price*	*Share*	*Threats*	*Importance*	*Price*	*Share*
1	Z^w_1	N^w_1	$Z^w_1 N^w_1$ $G_1 = \frac{}{\sum Z^w_i N^w_i}$	1	Z^t_1	N^t_1	$Z^t_1 N^t_1$ $U_1 = \frac{}{\sum Z^t_i N^t_i}$
2	Z^w_2	N^w_2	$Z^w_2 N^w_2$ $G_1 = \frac{}{\sum Z^w_2 N^w_2}$	2	Z^t_2	N^t_2	$Z^t_2 N^t_2$ $U_1 = \frac{}{\sum Z^t_2 N^o_2}$
…							

$\sum_i F=1, \sum_i G=1, \sum_i V=1, \sum_i U=1$

Based on the results of the analysis, each parameter was honestly evaluated and its share was determined.

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Table 3.

SWOT analysis on the informatization of society

Strengths	*Importance*	*Price*	*Scoring*	*Share*
- increasing public interest in digital information and e-services	4	4	16	0,0952
- Internet access and high availability of computers in enterprises	5	5	25	0,1488
- access to and high interest in commercial e-services (banking, tourism, trade, entertainment)	5	5	25	0,1488
- high ICT skills of the younger generation	5	5	25	0,1488
- high activity in informatization in education	4	5	20	0,119
- a consistent policy in the field of computer science in education	3	4	12	0,0714
- the increase in the number of computers in households	4	5	20	0,119
- growing interest of the state in the ICT sector	5	5	25	0,1488
Total:			*168*	*1*
Weaknesses	*Importance*	*Price*	*Scoring*	*Share*
- lack or decrease of interest in using Internet among certain part of population	4	4	16	0,16
- low use of ICT resources in a number of enterprises	4	4	16	0,16
- lack of access to the Internet among middle-aged and elderly people	4	3	12	0,12
- relatively low level of informatization of education	4	5	20	0,2
- differences in internet access and computer availability in regions	5	4	20	0,2
- lack of programs for continuing computer science education	4	4	16	0,16
Total:			*100*	*1*
Opportunities	*Importance*	*Price*	*Scoring*	*Share*
- business interest in e-services	4	5	20	0,16
- high interest in online trading (portals, magazines)	4	4	16	0,128
- transition to the digital television	5	5	25	0,2
- high interest in remote work	4	4	16	0,128
- increased trust in digital information among pepole and commercial organizations	4	3	12	0,096
- availability of national personnel in the ICT field	4	4	16	0,128
- sufficient infrastructure for access	4	5	20	0,16
Total:			*125*	*1*
Threats	*Importance*	*Price*	*Scoring*	*Share*
- public concern about wireless network security	4	4	16	0,1119

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- threat of children's viewing inappropriate content on the Internet	5	5	25	0,1748
- the importance of protecting confidentiality and information security	4	5	20	0,1399
- increasing demand for special services to ensure national and civil security using ICT	4	4	16	0,128
- increased threat of loss of privacy in society	4	4	16	0,128
- the importance of copyright compliance	4	4	16	0,128
- Possibility of cybersecurity attacks	4	4	16	0,128
Total:			*125*	*1*

Based on the indicators presented in Table 3, it can be concluded that the priorities of informatization of the society in our country (strengths and weaknesses) exceed 225 points of weaknesses and threats by 293 points, which means that the potential of informatization in our country is high. This, in turn, indicates the promising character of information development. According to the SWOT analysis, despite the fact that the informatization process in Azerbaijan is characterized by a developed digital infrastructure, problems such as digital inequality still exist.

Result

The SWOT analysis conducted to assess the current situation of informatization of the society in Azerbaijan allowed systematically identify the structural features and development potential of the informatization process. Thus, to consolidate the identified strengths (increased attention of the state to the ICT sector, digital skills of the younger generation and infrastructure provision) and assessing the opportunities correctly (growing interests in e-business, increasing trust in digital services), as well as proactively managing existing threats (information security, personal data protection, cyber threats) and eliminating weaknesses (interregional digital divides, Internet usage restrictions by the older generation) can accelerate the transition of Azerbaijan to an information society model and serve to ensure sustainable socio-economic development.

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