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HAVING ANALYZED THE INFORMATION TRANSPARENCY AS AN ECONOMIC CATEGORY IN ORDER TO OPTIMIZE ITS LEVEL

In the last decade, the interest in information transparency and its consequences has increased significantly. The category of information transparency has been researched by many domestic and foreign scientists, but its ambiguity requires further research. The purpose of the article is to explore information transparency as an economic category and as a key component in the quality assurance mechanism of education. Analysis of existing research and publications has shown that information transparency is considered as a category characterizing information in terms of its accessibility, visibility, timeliness, dissemination, informativeness, relevance, security, value for the user. The optimal level of transparency is determined in the process of interaction between subjects or entities, the state of their information and communication security system, the presence of risks associated with its disclosure, concealment, dissemination, and level of corporate social responsibility. It is stated that the excess of information can overflow the cognitive and interpretative capabilities of the stakeholders, leading to meaningless conclusions. There are also approaches in which transparency is seen as a way of regulation, a component of public administration, the quality and effectiveness of which depends precisely on the transparency of information. objectivity of the decisions taken, reduction of cooperation between economic entities. The article defines its own definition of information transparency, sets the criteria for its optimal level. The directions and necessary tools for the development of transparency in the higher education system are defined, the influence of transparency of information on the quality assurance of higher education and educational activity of the educational institution is substantiated.

Keywords: transparency of information, corporate social responsibility, openness, business entities, stakeholders, quality of higher education.