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**PROBLEMS OF STRATEGIC PLANNING AND FORECASTING OF INFORMATION
BUSINESS ACTIVITIES IN THE REPUBLIC OF CRIMEA**

The topic of the study of the article contains a modern scientific task of the development of information entrepreneurship in the Republic of Crimea.

The article outlines the importance of developing business activities in the information economy. The main areas of strategic planning and forecasting of information business activities in the Republic of Crimea are justified, including in the period of uncertainty of the spread of coronavirus infection and its duration, taking into account the constraints of business development.

The main idea and purpose of the study is to develop a strategy to improve the efficiency of information entrepreneurship in the Republic of Crimea.

The work uses rational methods to improve the organizational communications of information entrepreneurship, including the development of the business function of Internet marketing.

The scientific task to develop a strategy to improve the efficiency of information entrepreneurship in the Republic of Crimea based on the technology of the process of development and decision-making in information entrepreneurship structures has been set and solved.

It is concluded that it is necessary to strengthen state support and improve the state regulation of the information business, as the specifics of software products is the largest vulnerability of them as intellectual property. The solution to this problem is to compile the conditions for patenting and licensing the status of this activity.

It would be useful to enact a special law on the legal regulation and commercialization of intellectual property rights created by the State budget, which would reduce the loss of the national economy from the unauthorized use of intellectual capacity and information products.

The proposed main areas of strategic planning of information entrepreneurship in the Republic of Crimea include: the development and implementation of high-tech solutions and systems, domestic software within the framework of the state policy of reparation; implementation of significant projects aimed at removing tensions related to the integration of the region into the legal field of the Russian Federation; Information security activities modernization and implementation of new infrastructure solutions in the executive bodies of the state authorities, as well as in the economic sector of the Republic of Crimea.

Anti-crisis measures act as a «rapid response» tool. But now, in the face of uncertainty about the spread of coronavirus infection and its duration, government regulation must be aimed at improving the institutional environment of information entrepreneurship.

The developed strategy to improve the efficiency of information entrepreneurship in the Republic of Crimea will allow planning and forecasting of large-scale effects on information business activities.

Keywords: Entrepreneurship; Strategic planning and forecasting Information and communication technologies; Information entrepreneurship; Management decisions Improving organizational communications Entrepreneurial structures; Anti-crisis measures; uncertainty over the spread of coronavirus infection; Institutional environment massive effects.

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