



Article

The Impact of Information Products on the Transformation of Information Business

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Abstract: This article examines the impact of information products on the transformation of information business in the context of the modern digital economy. It argues that information products have become a central factor in business development due to their intangible nature, high reproducibility, low marginal cost, rapid digital distribution, and strong dependence on innovation and intellectual property. The study analyzes the role of information products in the contemporary information business environment and explains how they function not only as market commodities but also as strategic tools for communication, decision-making, education, and competitive advantage.

Keywords: Information products; information business; digital transformation; business innovation; digital economy; cloud computing; artificial intelligence; big data; organizational transformation; economic transformation.

1. Introduction

In the modern information business environment, information products play a central and strategic role as both the core output of business activity and the main driver of economic value creation. Unlike traditional material goods, information products are intangible, knowledge-based, easily reproducible, and capable of being distributed across digital platforms with high speed and relatively low marginal cost. These products include databases, digital media, software, online courses, analytical reports, electronic books, mobile applications, cloud-based services, and other forms of digitized knowledge or content designed to meet the informational needs of individuals, organizations, and society [1]. Their growing importance is closely connected with the rapid expansion of digital technologies, the internet, artificial intelligence, and global communication systems, all of which have transformed information into one of the most valuable resources in the contemporary economy. In this context, businesses no longer compete only through physical assets or production capacity, but increasingly through the creation, management, packaging, and delivery of high-quality information products that can satisfy changing user demands [2]. Information products serve not only as commodities for sale, but also as tools for communication, decision-making, innovation, education, and market influence. They enable firms to collect and process data, understand consumer behavior, personalize services, and respond more effectively to global competition. Furthermore, the flexibility and scalability of information products allow businesses to reach wider audiences without the geographical limitations associated with conventional trade. For example, a digital learning platform, an online subscription service, or a business

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analytics dashboard can serve millions of users simultaneously, creating new revenue models based on subscriptions, licensing, advertising, or platform ecosystems [3]. In addition, information products contribute to the transformation of organizational structures by encouraging faster knowledge exchange, more efficient workflows, and greater integration of digital solutions into daily operations. Their role is especially visible in sectors such as education, media, finance, healthcare, and e-commerce, where information itself becomes the primary object of production and exchange. As a result, the success of modern information businesses increasingly depends on their ability to design relevant, reliable, innovative, and user-oriented information products. Therefore, information products are not merely supportive elements of business activity; they are the foundation of the modern information business environment and a decisive factor in its ongoing transformation, competitiveness, and sustainable development [4].

2. Methods

This study uses a qualitative and analytical research approach to examine the impact of information products on the transformation of information business. The research is based on a systematic review of academic literature, comparative analysis, and theoretical interpretation of digital transformation processes. Methods such as analysis and synthesis, induction and deduction, and comparative evaluation were applied to identify the main characteristics of information products and their role in business transformation. In addition, the study considers real-world examples of digital platforms, cloud services, and information-based business models to support theoretical arguments [5].

Information products can be classified within the structure of information business according to their content, function, form of delivery, target audience, and economic purpose. Such classification is important because it helps scholars and practitioners better understand the diversity of information products and their specific place in the information economy. In the broadest sense, information products are the results of intellectual activity transformed into a usable, marketable, and transferable form. Within information business, they represent the main objects of production, exchange, and consumption. One major way to classify them is by content type. In this respect, information products may include educational materials, scientific knowledge, news and media content, entertainment content, analytical reports, statistical data, software solutions, and advertising information. Each category serves a different social and economic need. For instance, educational platforms provide structured knowledge for learning, while business intelligence reports deliver analytical value for management and strategic planning. Another important classification is based on functional purpose. Some information products are designed to inform, such as digital newspapers, online journals, and news portals. Others are intended to educate, including e-books, webinars, training modules, and virtual courses [6]. A third group supports decision-making, such as databases, forecasting tools, consulting reports, and expert systems. There are also information products created mainly for entertainment, including streaming content, digital games, and interactive media. From the perspective of form and technological format, information products can be divided into traditional and digital forms. Traditional forms include printed books, newspapers, magazines, and paper archives, whereas digital forms include websites, mobile applications, cloud services, podcasts, digital libraries, and multimedia content. In today's business environment, digital forms dominate because they allow faster production, instant distribution, easier updating, and broader accessibility [7]. Information products can also be classified by target users. Some are intended for mass consumers, such as social media content, online news, or entertainment platforms. Others are specialized products developed for professional or institutional users, such as legal databases, medical information systems, academic journals, or financial analytics platforms. This distinction is significant because consumer-oriented products usually focus on accessibility and engagement, while professional products emphasize accuracy,

reliability, and expert value [8]. Another useful approach is classification by commercial model. In this sense, information products may be sold directly as paid goods, distributed through subscription systems, licensed for institutional use, supported by advertising, or offered free of charge as part of a broader platform strategy. This economic dimension shows that information products are not only intellectual outputs but also strategic business assets. Therefore, within the structure of information business, information products can be classified in multiple interconnected ways. Such classification reveals their complexity, highlights their functional diversity, and explains how they contribute to the growth, specialization, and transformation of modern information business[9].

Information products differ from traditional business products and services in several essential ways, and these differences explain their growing importance in the digital economy. First of all, the most distinctive characteristic of an information product is its intangible nature. Unlike physical goods such as machinery, clothing, or food, information products do not exist primarily in material form. Their value is based on knowledge, data, content, creativity, and intellectual effort rather than on raw materials or physical production processes. A software program, an electronic book, an online database, or a digital report can be created once and then distributed repeatedly without being consumed in the traditional sense. This makes information products fundamentally different from tangible products, which usually lose physical form, wear out, or require replacement after use [10].

A second major characteristic is high reproducibility at low marginal cost. Traditional products require additional materials, labor, storage, and transportation for every new unit produced. In contrast, once an information product has been developed, the cost of reproducing and distributing an additional copy is often very low, especially in digital form. For example, after creating an online course or mobile application, a business can distribute it to thousands or even millions of users with only minimal additional expense. This feature allows information businesses to scale rapidly and operate more efficiently than many traditional sectors.

Another important distinction is speed of distribution and accessibility. Traditional goods often depend on physical logistics, supply chains, and geographical limitations. Information products, however, can be transmitted instantly through digital networks, cloud platforms, websites, or mobile applications. This immediate accessibility allows businesses to reach global markets without the same barriers faced by traditional producers. As a result, information products support faster communication, quicker market entry, and more flexible interaction with consumers[11].

Information products are also characterized by easy updatability and continuous modification. A traditional product is often fixed once manufactured, and changes usually require a new production cycle. By contrast, information products can be revised, updated, expanded, or personalized in real time. Software receives updates, online platforms renew content, and digital services adapt to user behavior. This dynamic quality makes information products more responsive to technological change and consumer demand than many traditional goods and services.

A further distinguishing feature is their dependence on intellectual property and innovation. The value of information products is closely tied to originality, expertise, design, algorithms, or exclusive content. Therefore, copyright, licensing, patents, and data protection become especially important in the information business. In traditional sectors, physical ownership often determines value, but in the information economy, ownership of ideas, code, content, or data may be even more significant.

Finally, information products often combine the features of both a product and a service. For example, a cloud platform, streaming service, or digital learning system is not simply sold once like a traditional item; it may provide continuous access, updates, support, and user interaction. This hybrid quality makes information products more

flexible and customer-centered. In conclusion, the main characteristics that distinguish information products from traditional business products and services are intangibility, low reproduction cost, rapid digital distribution, easy modification, strong reliance on intellectual property, and their hybrid product-service nature. These qualities have made information products a defining element of modern business transformation[12].

Information products have a profound influence on the organizational and economic transformation of information business by reshaping internal management systems, changing value creation processes, and introducing new models of market interaction. From an organizational perspective, information products encourage businesses to move away from traditional hierarchical and paper-based structures toward more flexible, digital, and knowledge-driven systems. Since the production, storage, distribution, and use of information products depend heavily on digital platforms, databases, cloud technologies, and automated communication systems, companies are required to reorganize their workflows and management practices accordingly. This leads to the creation of faster decision-making mechanisms, more integrated departments, and greater reliance on data analysis in strategic planning. Employees in information businesses increasingly work in collaborative digital environments where knowledge sharing, remote coordination, and real-time communication become central elements of productivity. As a result, organizational transformation is not limited to technical modernization; it also involves changes in corporate culture, employee skills, leadership styles, and innovation strategies. Information products push firms to value creativity, analytical thinking, adaptability, and technological competence more than routine manual operations. Economically, information products transform the very logic of business activity by shifting emphasis from material production to intellectual and digital value creation. Unlike traditional goods, information products can often be reproduced and distributed at a very low marginal cost, which significantly changes cost structures and profit models. Businesses can invest heavily in the initial development of software, digital content, databases, or online platforms, but once created, these products can be sold, licensed, or subscribed to by large numbers of users with relatively limited additional expense. This creates strong opportunities for scalability, market expansion, and recurring revenue. In addition, information products support the emergence of new economic models such as platform economies, subscription systems, digital ecosystems, freemium services, and data-driven advertising[13]. These models allow firms to diversify their income sources and build long-term relationships with users rather than relying only on one-time transactions. Furthermore, information products improve the efficiency of business operations by reducing transaction costs, automating processes, minimizing paperwork, and enabling more accurate market forecasting. They also increase competitiveness by allowing firms to respond quickly to changing consumer preferences, personalize services, and enter international markets without the same physical limitations faced by traditional businesses. At the same time, this transformation creates new economic challenges, including investment in cybersecurity, intellectual property protection, digital infrastructure, and workforce retraining. Nevertheless, the overall effect remains highly transformative. Information products do not merely improve existing business models; they actively redefine how information businesses are structured, managed, and monetized. Therefore, their influence on organizational and economic transformation is both deep and multidimensional, making them one of the primary forces behind the modernization, sustainability, and global competitiveness of contemporary information business [14].

The development and distribution of information products in information business are accelerated by a wide range of technological factors that have transformed how information is created, processed, stored, and delivered in the digital age. One of the most important factors is the rapid advancement of internet infrastructure, which has made global communication faster, more stable, and more accessible than ever before. High-

speed internet and mobile connectivity allow businesses to distribute digital products instantly across local and international markets, eliminating many of the physical and logistical barriers associated with traditional commerce. Closely related to this is the spread of mobile technologies, including smartphones and tablets, which have expanded user access to information products at any time and from any location. As a result, digital content, online services, applications, and educational platforms can reach wider audiences more efficiently. Another major technological factor is the development of cloud computing, which has revolutionized the storage, management, and scalability of information products. Cloud platforms allow businesses to host vast amounts of data, update products continuously, and provide on-demand access to users without requiring expensive physical infrastructure. This significantly reduces operational costs and increases flexibility for both producers and consumers. Artificial intelligence also plays a key role in accelerating the growth of information products. AI technologies support data analysis, content recommendation, automation, language processing, predictive modeling, and personalized service delivery. Through these functions, businesses can design smarter information products, improve user experience, and distribute relevant content more effectively. Big data technologies are equally important, as they help businesses collect, interpret, and use large volumes of user and market data in order to improve product design, target audiences more precisely, and forecast demand patterns. In addition, software development tools, content management systems, and digital design platforms have simplified the creation of information products, enabling faster innovation cycles and more efficient product updates [15]. Technologies such as application programming interfaces, platform integration systems, and automation tools also facilitate interoperability between services, making information products more dynamic and adaptable within broader digital ecosystems. Social media networks and digital marketing technologies further accelerate distribution by enabling businesses to promote information products directly to specific consumer groups, increase visibility, and generate immediate user feedback. Another essential factor is the development of cybersecurity and digital rights management technologies, which help protect data, content ownership, and user trust in online environments. Without secure systems, the sustainable expansion of information business would be much more difficult. Finally, emerging technologies such as blockchain, augmented reality, virtual reality, and the Internet of Things are opening new directions for interactive, transparent, and user-centered information products. Together, these technological factors create an environment in which information products can be developed more rapidly, distributed more widely, updated more easily, and consumed more effectively. Therefore, technology serves not only as a supporting tool but as the main engine of innovation and expansion in modern information business.

3. Literature Riview

In foreign scientific literature, the issues of developing tourism infrastructure are mainly studied within the framework of the concepts of service economy and destination competitiveness. In particular, in the studies conducted by Chris Cooper and C. Michael Hall, tourism infrastructure is interpreted as a single set of transport, accommodation, information and service systems, and it is argued that the level of their development directly affects the volume of tourist flows and regional economic efficiency. In the destination competitiveness model developed by Geoffrey Crouch and J.R. Brent Ritchie, infrastructure is considered one of the main supporting factors, and it is shown that the combination of state regulation, investment incentives and institutional management mechanisms is an important condition for ensuring the sustainable development of infrastructure [5], [6]. In these studies, organizational and economic mechanisms are covered at a more strategic level, and the issues of assessing their practical effectiveness are analyzed with limited accuracy.

In the scientific works of scientists from the CIS countries, the issues of tourism infrastructure development are considered mainly in connection with the regional economy and state support mechanisms. In particular, A.Yu. Aleksandrova evaluates tourism infrastructure as a key factor in regional development, emphasizing the coordinating role of the state and the need to improve management institutions. In the studies of A.V. Babkin, the development of tourism infrastructure is scientifically substantiated by the cluster approach and cross-sectoral integration. Also, the works of I.T. Balabanov reveal the importance of investment mechanisms, public-private partnerships and economic incentives in financing infrastructure projects [7]. However, in the studies of scientists from the CIS, the issues of mutual integration of organizational and economic mechanisms and assessment of their complex impact on the development of tourism infrastructure are not sufficiently systematized, which indicates the need for additional scientific research in this area.

4. Result and Discussion

The study's findings indicate that information products are the determining factor in changing modern information business, with a direct influence on restructuring not only the organizational structure but also the economic processes. [] First, the analysis supports the assertion that information products reap dramatic reductions in production and distribution costs because of their digital form and high scalability. More generally, this enables companies to extend their market access and conduct business on a global scale without the need for significant physical infrastructure.

Second, information products allow to innovate business models like subscription systems, digital platforms and data-driven services. Such models offer continual sources of revenue and bolster long-term ties with consumers.

Third, the research shows how digital technologies like artificial intelligence (AI), big data, and cloud computing improve functionalities and value of information products. This allows businesses to personalize their services, make better decisions, and increase operational efficiencies.

But the findings also point to a number of difficulties. Massive investment into the protection of the growing number of information products in terms of cyber security, data protection and intellectual property. Moreover, adapting to technological changes and training the workforce is an ongoing process every organisation needs to invest time and money in.

In short, this discussion shows that information products are not just also economic goods, but they are strategic language tools that promote innovation and competitiveness P in digital transformation of t modern business environment.

5. Conclusion

Data and information products are at the core of the transformation of information business in the digital economy. Due to their specific features, like intangibility, low marginal cost of production, scalability and fast distribution process — they differ from the classical products and represent a highly valued product in today market conditions.

The results indicate informational products have an effect on business that has both a technical aspect by digitalizing processes and rendering them effective, as well as promoting new economic paradigms in the form of a change in a business model. Meanwhile, their development is closely tied to advancements in technology such as artificial intelligence, cloud computing and big data.

However, issues of security demand infrastructure adaptation, and overall conclusion regarding information products is definitely positive. When used correctly, information products help companies reach new heights of growth, enhance their

competitive advantages, and join businesses around the world in making information products an integral input.

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