

## THE ASYMMETRIC OF INFORMATION ON THE MODERN MARKETS OF UKRAINE

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The problem of asymmetric information is described in many official sources and research activities, since this is a negative impact on all the components of the competition mechanism and the market structure. In Ukraine, the imperfection of the stock market, banking systems, other markets and their infrastructure the need arises for a relatively perfect, more in-depth study of this problem it is through the presence of information asymmetries.

The problem of influence of information asymmetry in the market equilibrium for the first time was thoroughly studied by scientists-economists, G. Akerlof, M. Spens and J. Stiglis the first Nobel prize-winners in economics in the twenty-first century.

Asymmetry in the distribution of information is called a situation, when the part of market participants owns the information, which do not have other interested persons. It is this asymmetry of information is a serious reason, which gives rise to the uncertainty of the effectiveness of the use of funds and resources.

The first works dedicated to the this subject were published back in the early seventy of XX century by J. Akerlof. In the article “the Market for lemons: the uncertainty of the quality and the market mechanism” were associated concepts of uncertainty and the quality of the goods, unexpected finding out the causes of the possible failure of the market.

Model of the distribution of information on the market of J. Akerlof, took the example of the market of old cars, as it allows to reveal the essence of the problem. He limited their characteristic only two features (new and good or bad), it turns out that both the new and the secondhand car can be both good and bad. When buying the machine, the consumer does not know in advance that he get a new car or a “lemon”.

The main problem in the insurance market of Ukraine is the mentality, and it is through her insurance companies have a small number of customers (according to estimates of experts in Ukraine is covered by the insurance of not more than 10% of all the risks, in contrast to other developed countries, where it accounts for 90%). The way out of this situation in the first place is the increased attention paid to the analysis of the status of a potential client.

The main conclusion of work of M. Spence is that the employer is not able discriminate between applicants, who will work more productive, so he chooses education as a measure of opportunity ratios other than built on expectations of a balance between education and wages.

This problem also applies to the dividend policy of Ukraine, where it can also be argued about the presence of asymmetric information. Due to peculiarities of the national privatization of the most great, the major shareholders of privatized enterprises was their guide.

At the end, this topic studied the influence and importance of asymmetric information on the modern markets of Ukraine practice shows, that the works of Nobel laureates J. Akerlof and M. Spence had enough prospective application not only in industries such as macroeconomics, financial markets, agreement of employment, but also in many other spheres of social relations.

The same as and buy a decent reputation can be only in an open society, when every citizen of the state will have free access to information about the company. In the Ukrainian society the implementation of safeguards through the court may constrained by the imperfection of the legal space and corruption of certain branches of power. In the context of the information about the real condition of the companies-sellers about the quality of products, which they sell on the Ukrainian market is still quite remains unresolved.

Thus, a further analysis of the situation that arises through the existence of the irregularity of the information and investment markets, the development and application of in Ukrainian conditions of the existing models of its analysis is very important and promising.

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