

Journal of Economics and Economic Education Research 2016 vol.17 NSpecialIssue2, pages 192-197

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## **Informational business activity: Features of pricing and transformations of a network effect**

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### **Abstract**

This paper is devoted to an analysis of the information which has become one of the leading economic resources defining the logic of macroeconomic dynamics and competitiveness of the national economy. The features of pricing in the market of information products, and network market transformation mechanism under the influence of digitalization, the problems and the negative consequences of the information economy, the need for a new understanding of the industry dynamics in the network sector, and the network effects which has a positive feedback are presented. Upon a high level of development of modern information technologies a consumer is able to make a choice between traditional and non-traditional ways of providing information. With the variety of types of information that is predetermined by a wide range of consumers of information products and services representing a consumer and industrial demand, the bulk of a company's information products is consumed today by enterprises, not by individual users. Each producer solves a number of issues in the process of formation of prices for information products and services taking into account solvency of consumers, the market structure of the product and so on often relying on the uniqueness of these products and services (for example, an advantage on the database market in determining the level price, of course, belongs to those are unique). Value of qualitatively different information products (associated with such properties as relevance, usefulness, completeness, timeliness, accessibility, submission form, reliability, and so on) determines extensive use of all available means for achieving flexible prices (negotiated prices, margins for the novelty, markdowns, discounts, price concessions, and others.).

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### **Keywords**

Digitalization, Information economy, Information product, Network effects, Network market, Payment problem, Power sector configuration, Pricing, Time