

## FEATURES OF INFORMATIONAL MARKET IN NETWORK ECONOMICS

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In order to define the principles of network economics evolutionary approaches are considered that assist in discovering features of informational market in traditional and network economics. Components of the global information infrastructure are performed in their interaction.

The development of theory of informational society and informational network economics, which was set by Porat M., Rubin M., Bell D., Masuda Y., is reflected in the network of economic concept.

Preconditions of network economics genesis were explored by Spanish scientist Manuel Castells.

The author sets forth informational and global approaches to modern economics.

Actually, network economics became consequence of development and realization of thoroughgoing informational network technologies, Internet. This development of info-communicational technologies is the cause of new economic-organizing dependence forming.

In some scientific publications network format of economic processes has been identified with electronic business. Definitions of network economics are also inconsistent. This conflict can be explained by differentiation between "network economics" and "economics of networks".

In terms of network economics connected network structures owned by different economical agents are defined. They have their own goals, which can be common or different. Economics of networks analyses economic benefits from different agents of networks connection: transport, finance, information, etc.

Network economics in comparison with economics of networks is a more general definition, because it analyses not only economic-organizing networks features, but networks connection on global markets.

It is important to know that essential features of network economics have been formed with the influence on evolutionary economic paradigms.

Network economics is a transition consequence from post-industrial to industrial stage of economic development. In these times globalization became the most important factor of economic relations transformation in terms of informational technologies scientific-technical development.

Key elements of information service economy consist in information communication infrastructure, management network structures and service. Domination or connection of these elements can form different management-organizational relations models.

In network economics globalization of markets, finance and production became possible because of global information infrastructure, which influenced a lot on organizational-management structure of modern organizations.

In order to take a decision, network economic proposes horizontal connections development for information exchange, content creation and analysis.

Economical entities are also reasonably equal, despite of some informational ones. In traditional economy informational market is more closed and inflexible, so monopolistic structures can easily influence on it.

Dominance of vertical connections and long-term business partnership make high borders for new market players entering, which influence on the competitiveness and innovational part of informational goods.

Flexibility and adaptability become one of the main requirements for economic resources, which influence on labor force.

Moreover, they influence on employer's orientation, on basic technical competencies, on creative approach, and also on personal ability to constant, proactive learning. Flexible salary and time schedule are prevalent.

But there are some negative outcomes from economic-organizing relationship transformation on information market in terms of network economics: lack of global regulated function on market; complexity of providing all network participants with equal information; economical entities dependence on human capital; relationship complication coming from network entities diversity; high dependence from technical and informational resources.

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