

## STRATEGY FOR INTEROPERABILITY OF PRODUCTS IN TERMS OF INTEGRATION OF PRODUCERS

© 2010 E.I. Trubnikova\*

**Keywords:** interoperability, integration of manufacturers, an authorized manufacturer, authorized service, closed technology, an open technology, proprietary economic system.

The article deals with and analyzes the issues of integrating the results of industrial production and service of a wide spectrum generated by manufactured goods. We consider the transformation mechanisms of economic development, facilitate the integration of manufacturers.

The changes in technological structures, leading to cyclical processes in the economy and society, require the transformation processes of goods production. Transformational trends of the last decade have opened new perspectives for the generation of new needs and obtaining additional sources of income for investors, both in manufacturing and service sectors.

In the nearest future the income of industrial production refers not only to the moment of selling the goods. This phenomenon could be observed at some markets. The considerable part of income is transferred for the future periods of using this product or equipment. This creates the stimulus for producer to integrate industrial production and service production connected with buying the necessary equipment. The significant changes in the character of social relations could be observed: it is not the demand that stimulates the supply, but innovative companies form the demands in society.

The observed tendency of transferring the profit flow from the moment of selling to the long-term period of getting profit forms the competitive situation not among the producers of goods but among the producers of services or integrated companies, representing the interests of the producers of goods and services simultaneously, firms and affiliated persons.

Therefore the process of forming such integrated companies could be in two ways:

◆ service producer generates the establishment of industrial production in his own business, generating the consumption of the services of certain producer;

◆ the producer of goods acquires services and participation in production, or establishes such producer in his company.

Such combination makes it possible to enter the existing market of industrial production with the unknown brand.

---

*Rozanova N.* Competitive interactions in the technology industry: A Global Perspective and Russia // Problems of Economics. 2009. № 10. P. 93.

*Gellaugher J., Yu-Ming Wang.* Understanding Network effects in Software Markets: Evidence from Web server Pricing // MIS Quarterly. 2002. Vol. 26. № 4. P. 303-327.

*Rozanova N.* Op. cit.

*Akhundov R.O.* Leasing of intellectual property in the United States: current experiences and perspectives // USA-Canada: economics, politics, culture. 2006. № 9. C. 51; *Rozanova N.* Op. cit.

*Trubnikova E.I.* Methodology for the analysis of institutional effects on economic development of society // Terra Economicus (Economic Journal, Rostov State University). 2008. № 2. Vol. 7, part 3. C. 36 - 41.

*Trubnikova E.I.* Recursive control and its influence on the magnitude of the costs of the enterprise // Economics. 2009. № 12. C. 432-437.

[www.digital.ru/pub/2010/8/1805.html](http://www.digital.ru/pub/2010/8/1805.html).

*Received for publication on 11.10.2010*

---

\* Ekaterina I. Trubnikova, PhD in Economics, doctorant of Samara State University of Economics. E-mail: ek\_trubnikova@mail.ru.