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## **TERMS OF INSTITUTIONAL TRANSFORMATION TRANSACTION COSTS IN BUSINESS TELECOMMUNICATION SERVICES MARKET**

This article analyzes the interdependence of market mechanisms on the effectiveness of the institutional environment, which leads to the necessity of taking into account the transaction costs in the development of forms of entrepreneurship on the telecommunications market. Reveals the basic directions of forming a homogeneous institutional environment that influences the form of integration transactions with minimizing barriers in the provision of telecommunications services. The analysis of the transaction costs of public sector entities telecommunications market.

The institutional basis of economic relations characterized by market actors transaction between entities at different levels of management based on agreements or formal regulations and informal institutions. Transaction costs arising because of economic interaction of domestic telecommunications operators grow through the incomplete formation of the institutional foundations of a market economy, which reduces the economic attractiveness of telecom innovation projects.

In addition, the development of the domestic telecommunications market is hampered by the low level of adequate institutional mechanisms regulators of transition, including a mechanism to institutionalize relationships that arise during the evolution of forms of interaction.

Therefore, the problem of transaction costs in the activities of telecommunication operators is of special interest from the standpoint of theoretical research and development practices to reduce.

The impact of transaction costs on the efficiency of business activity is accom-

panied by increased interdependence of business and market needs analysis of their joint action. The role of transaction costs in the operation of telecommunication operators as an institutional indicator is characterized as agents of opportunism common interactions in the system and the shortcomings of institutional regulation in the transaction sector : banking, telecommunications and others.

Increased attention to the impact of transaction costs on the efficiency of business activities, primarily due to the infrastructure markets as a complex system of economic relations between the entities sold under certain economic and legal order, which is formed and played their direct participation and based on their economic interests. This is due to their importance in the social-economic (income markets of transport and communication accounted for over 14% of GDP) and political development. In this connection, special relevance acquires the balance of economic policy to ensure national economic interests. Management of transaction costs in markets telecommunications services involves analyzing not only the threshold-selected indicators, but also a comprehensive assessment of economic processes.

The effectiveness of the current economic agents determined not so much chosen long-term market strategy, and everything is mechanism that is more appropriate as interactions with other market participants and institutional adjustment arising under the brand integration between asset relationships and organizational forms of business enterprise struc-

tures. One of the factors of transaction costs acted striving to adapt to the dynamic market environment, telecom operators to

minimize opportunism, but the uncertainty of the institutional environment, in which decisions about resource use.