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MODEL OF EVOLUTION OF TYPES OF MARKETS

The article is sanctified to the analysis of problem of evolution of types of markets in the process of development of commodity production, forming of postindustrial economy, development of informative economy. The evolution of concept is considered «commodity» in the process of market development. In the beginning, a commodity was name material wares only, after there was a concept «service», now maintenance of concept broadened considerably. The model of evolution of types of markets is built and reasonable. The features of modern markets of information and markets of infocommunication services are gone into detail. In the process of evolution of information and of communication technologies convergence of services happened after the giving of informative products and of communication services of network the Internet and communication networks. There were of infocommunication services. Modern of infocommunication services differ in a large variety and give to the consumer possibility of receipt of the most various informative products and resources directly on his terminal. The use of new and

newest information technologies allows to the producer quickly to renew the assortment of informative products and give new of infocommunication services. As a result, the markets of infocommunication services develop quickly. The markets of infocommunication services have a few substantial features as compared to other most markets. The consumers of infocommunication services are all visitors of the Internet, all organizations, organizations, state, culture, education, army, all population, that provides mass character of requirements in of infocommunication services, steadily growing market demand on them, enhance able requirements to quality and forms of grant of these services. These markets are quickly developing markets because of height of possibilities of the use in the economy of network the Internet for many consumers, intensive perfection of information, of communication technologies and their convergence. The markets of infocommunication services have a network structure, which is most adaptive for organization of effective cooperation of producers, mediators and consumers.