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DEVELOPMENT OF COMPETITION ENVIRONMENT IN COMMUNICATION SERVICES MARKET OF UKRAINE

In the article some results of researches of competition environment development are expounded in the market of communication services of Ukraine for the period of 2000-2015 by the calculation of the Herfindahl index (Herfindahl-Hirschman). Calculations are made for 2000, 2005, 2010, and 2015. In this period the Herfindahl index went down from 3367,5 in 2000 to 1676,2 in 2015. Conclusion is drawn that the competition environment of modern market of communications services of Ukraine corresponds to the market with a free competition.

Authors suppose that competition environment is a totality of different factors of market, in particular amount of enterprises-competitors and their market shares, qualificatory the terms of rivalry (competitive activity) of enterprises and their commodities in this market.

Development of competition environment in the market of communication services of Ukraine was stimulated by transformation of state enterprise the Ukrainian association of telecommunications "Ukrtelecom" in open corporation "Ukrtelecom" that was registered on 5 January 2000.

2000 year. Worked out and realized only some events on development of competition environment. $H = 3367,5$. The state of competition environment in the market of communication services in 2000 corresponded potentially to the competition market. But

value $H = 3367,5$ is considerably more than 1800 value, peculiar for a market, where is a free competition.

2005 year. In the market of communication services the operators of mobile communication began effectively to work. $H = 2973,8$. The state of competition environment in the communication services market in 2005 also corresponded potentially to the competition market. A competition environment began to approach the state characteristic for a market with a free competition (2000 – 3367,5, 2005 – 2973,8).

2010 year. A market of mobile enterprises share grew substantially. For 2010 at the size of $H = 1723$ (less than 1880), the market of communication services can be considered as a market, where is a free competition.

2015 year. A competition in the communication services market in Ukraine grew. For 2015 at the size of $H = 1676,2$ (less than 1880), the market of communication services can be considered as a market, where is a free competition.

The research conducted by authors show that this market began to correspond to the market model with a free competition for last 5-7 years. A few competitive enterprises operate in the market; the level of competition is steady. To the enterprises operating in a market, it is necessary continuously to adapt oneself to the changing terms of competition market.