

## **ABSTRACTS**

УДК 338.5:347.211

*M. Yaseva*

### **THE INTELLECTUAL AND INFORMATIONAL PRODUCT PRICING**

The intellectual and informational product market models change according to its life cycle phase. Types of expenses in different life cycle phases of the intellectual and informational product define market model features such as: monopoly and monopolistic competition, bilateral monopoly, limited monopoly, limited monopsony or pure monopsony, oligopsony, bilateral oligopsony, oligopoly, particularly, duopoly.

Equilibrium models on the market of the intellectual and informational product where analyzed on the basis of the intellectual and informational product life cycle conception on conditions that supply of copies is based on marginal costs. But, because, the role of expenses in the intellectual and informational product pricing decreases and the role of consumer evaluations is increases, it determines the necessity of implication of different pricing methods, particularly, price differentiation for certain product consumers.

The intellectual and informational product pricing models in conditions of price making for target consumer groups (subgroups) of intellectual and informational product were proposed. Among the last ones the two big groups are selected:

1) the intellectual elite (the first stage consumers); 2) workpeople and economically inactive population (the second stage consumers).

The third stage of the intellectual and informational product life cycle was taken as a basis, because, the first stage consumers will have the demand for the intellectual and informational product on the growth phase, and the second stage consumers will become more active.