

**MARKET OF NEW-ECONOMY PRODUCTS:  
TRANSFORMATION OF DEMAND AND SUPPLY CURVES**

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**Research methodology.** The results are obtained with the following methods: functional analysis - in determination of value of the network amenities; marginal analysis - in establishment of consequences of introduction labour-saving and capital-saving technologies; economic-mathematics modeling – in research of features of transformations of the average and marginal cost curves, and the curves of demand and supply of the new-economic amenities.

**Results.** Integrative interpretation of new economy is offered, as connecting signs inherent to its separate (informative, knowledge, communicative, service, postmodern etc) sections.

It is shown that the curve of demand on new-economic products does not have absolutely elastic character, creating pre-conditions of appropriation of both superrent for the consumer of new amenities and additional rent for producer, while the changes of the average and marginal cost curves resulting from neoeconomic modernization ensure the increase of both earnings and revenue.

It is proved for the network amenities, the point of market equilibrium will always be determined on the segment of demand curve with the negative angle of slope, which corresponds to the conditions of the market equilibrium of normal commodities, however, the inverted configuration of demand curve is not characteristic for the new-economic amenities.

It is found out that the supply curve of the new-economic amenities tends to ascend in a short-term period and to descend in a long-term period.

**Novelty.** The conceptual approach is offered to determination of configurations of demand and supply curves in the conditions of modern new economy, namely: it is shown that a demand curve on the new-economic amenities appears nearly standard, which does not exclude its certain modifications; impossibility of negative angle of slope of supply curve of these amenities in a short-term period is well-proven.

**Practical value.** The guide of producers' behaviour on the markets of the new-economic amenities is offered in accordance with reconfiguration of demand and supply curves in short-term and long-term periods.

**Keywords:** demand, supply, network amenities, new economy, consumer's surplus, producer's supplemental annuity, technologies.

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