

## ABSTRACTS

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### **INTERACTION OF AN ENTERPRISE – MARKET ATTRACTION PRODUCER AND ITS RECIPIENTS: ESSENCE AND TYPES**

Internal capabilities and the desire of the enterprise to satisfy a set of own and outside interests generate its attractiveness as a participant in the interaction with other actors. Subject field of the «attractiveness» category is formed by the basic concepts of such theories as marketing partnership, economic security, transaction costs, interest groups etc. In spite of summarizing status of the «attractiveness» category, the study of the nature and types of the attractiveness producer and its recipient's interaction hasn't conducted.

So, choice making problems of social, psychological and economic interaction of market actors according to their interests are poorly investigated.

In the article types of market interaction were combined into two dichotomous groups: cooperation and competition, each of which highlighted relevant subtypes.

Essence research, classification of species and subspecies of market interaction, gave a possibility to suggest that the company while trying to implement a variety of its own interests and maximize the sharing resources effectiveness, enters into the numerous market interaction subspecies. An accordance matrix of subspecies market interaction to the interests of the attractiveness producer and its recipients was developed.

Clear limits of subspecies set of market interaction do not exist because the final configuration of the companies market interaction is formed specifically to the relationship with each enterprise. It was found out that it was possible to make a stable list of companies characteristics used in the analysis and decisions management at the beginning of market interaction.