

ASYMMETRY OF INFORMATION: AREAS OF ARISING AND EFFECTS

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DOI: 10.32342/2616-3853-2019-2-12-6

Key words: *information asymmetry, financial market, stock market, labor market, economic agents.*

The relevance of the topic of information asymmetry is relevant today, since information is an essential asset, and the balance between the cost and benefits of search for information is a crucial aspect of the development of any business. However, the search for effective and high-quality information is often the cause of the asymmetry of information, which occurs as an imbalance in the quality or quantity of information possessed by two or more agents. Since various, often scarce resources are used to obtain information, just like in the production of any product, and additional costs can arise, no agent knows everything, and no agent knows about what can cause the possibility of an unfavourable choice, moral hazard and problems in principal agents' relationship.

The paper substantiates the need of understanding of how and in what areas the asymmetry of information can make influence. Today, the asymmetry of information manifests itself in the gender aspect of corporate management on the stock markets, corporate management in general, in the quality of advertising forecasts, in the banking sector, healthcare, education, the securities market, trade, investment, corporate finance, real estate, construction, transport, macroeconomic policies and international capital flows.

The aim of this article is to consider the influence of information asymmetry on the financial and labor markets, where information asymmetry most often occurs, as well as to systematize various areas and effects of the information asymmetry in the economy. We argue that one of the effects of information asymmetry on financial performance is that it leads to an increase in the cost of capital.

On the labor market, asymmetry of information leads to social inefficiency, because the employer often hides information about employees from a competing employer, which does not contribute to employee development.

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