

## **Adaptation of manufacturing companies to the asymmetry of information in organized markets industrial goods**

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### **Abstract**

**Subject/topic.** Information asymmetry is the unequal distribution of knowledge about the product between the seller and the buyer. The new market conditions, manufacturing companies have to invent new ways of dealing with this phenomenon. **Goals/objectives.** The aim of the study is to identify the peculiarities of functioning of modern industrial enterprises in the conditions of uneven distribution of transaction information between counterparties and develop recommendations on the use of thematic resources to overcome information asymmetry in commodity markets. **Methodology.** The essence and economic content of the asymmetry of information; designated the real existing conditions in the market of industrial goods; identified risks associated with the development of electronic platforms. **Results.** The conclusion is that the problem of unequal distribution of information about the structure of the transaction, including as acquired through electronic trading platforms product for the needs of industrial enterprises can not be solved only by legal means. Adjustments to the relevant documents helps to fight the effects of a defective item, but does not prevent a poor deal. **Conclusions/significance.** To leave the market of industrial goods, organized on the basis of ETP, the current buyer may not have the force of law. In such circumstances production companies it is advisable to pay attention to the development of his thematic resources, in other words competitive advantage to reduce the risk of purchasing counterfeit goods. **Application.** Overcoming information asymmetry through the mobilization of its thematic resources is one of the few effective approaches of modern industrial organizations for the successful functioning on the market. This approach can be used as a basis with individual companies and large associations.

**Keywords:** *industrial enterprise, asymmetry of information, goods market, organized market, electronic trading platforms, thematic resources*

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