

UDC: 33

Criteria analysis of mobile phones market development in Russia

V.V. Filonich, Y.A. Lokteva

The modern market of mobile communications in Russia is an oligopolistic market characterized by the dominance of a small number of sellers, high entry barriers, analogous-governmental changes in company policy in response to any promotions and offers. Regional market of mobile services is characterized by deep structural changes. The main factors of market growth was significant investment in communications infrastructure, which positively impact on the strategic development of the country, which made it possible to realize economies of scale and reduce tariffs.

Keywords: mobile phones, Russian, market, competitors, capital expenditures

References

1. Интерфакс - <http://www.interfax.ru/business/448098>
2. Официальный сайт Мегафона - <http://megafon.ru>
3. Официальный сайт Билайна (Вымпелком) - <http://beeline.ru>
4. Официальный сайт МТС - <http://www.mts.ru>
5. Статистические данные AC&M consulting /АСМ-консалтинг/ - www.acm-consulting.com

**Ростовский государственный экономический университет
(РИНХ), г. Ростов-на-Дону**

June, 20 2016
