MONITORING OF THE VOLATILITY OF DIGITAL PRODUCTS
PRICING IN VIRTUAL ECONOMIC SYSTEM

Summary

Social networking platform and virtual worlds are one of the rapidly growing electronic sectors. To increase the realism of them key part is integration of economic mechanisms, which are the basis for developing a market economy, in conjunction with the possibility of placing virtual currency transactions and achieve social status. their specification makes the life cycle of the product and demand in different time frames than in the real economy. The impact on consumer behavior is also generated on the secondary market, which often operates in parallel with the primary market. Due to the significant growth of virtual goods sector it is important to implement new methods that maximize revenue and increase consumer satisfaction. Dedicated e-commerce platform for digital products must take into account the specific environment in which transactions are executed. the paper presents selected aspects of the virtual economic systems and results of experimental research.

Translated by Jaroslaw Jankowski