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1. consumer behavior (buyer)


2. **seller behavior**


3. **buyer-seller interaction (information asymmetry)**


4. **sharing · freeware**

( online information product market)


PAVLOV, O. V. (2005): "Dynamic Analysis of an Institutional Conflict: Copyright
5. **competition behavior (price, nonprice)**


6. **reputation**


7. **auction**


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B. Network Externalities

1. **product attributes**

(complementarity, compatibility, vertical product differentiation)


2. competition behavior and pricing


3. **market structure**

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4. **policies** (social welfare)


5. **indirect network externality**


6. **R&D, innovation, technology change**


C. Compatibility

1. competition behavior and pricing


2. **market structure**


3. **policies**


4. **R&D, innovation, technology change**


D. Standardization

1. strategies

(participation in standardization)


2. competition behavior


3. **international standardization**


4. **policies**


E. Switching Cost

1. consumer behavior


2. firm behavior


3. competition behavior and pricing


4. policies


F. Software

1. product attributes

   (free software)


2. firm behavior


3. **competition behavior and pricing**


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4. **software piracy**


5. open source


6. 

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G. Mobile Phone

1. consumer behavior


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2. **competition behavior and pricing**


3. **policies**


4. **auction**


H. Legal Aspects


Others


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