

## Payment cards market: essence, properties and development indicators

**Plisak T.A.**

Candidate of Economic Sciences, Associate Professor of Banking  
Kyiv National Trade and Economic University

**Netrebchuk L.A.**

Senior Lecturer of Department of Banking  
Kyiv National Trade and Economic University

The article studies the theoretical aspects of functioning of market of payment cards. Given the purpose of the study, in article was systematized and generalized basic approaches to determining the nature of the payment card market, expounded terminological inconsistency that is present in the work of scientists who research market cards, based on which formulated the copyright of its interpretation, according to which, the market of payment cards - a set of economic relations arising between the parties to ensure the issuance and circulation of payment cards and the formation of supply and demand for services related to the implementation of transactions with payment cards.

Based on the study of the work of scientists in an article was distinguished and complemented the properties of payment card market in general and on the basis of national experience of Ukraine, these properties include: integrity, versatility, stability,

high integration, concentration, efficiency of functioning, intercommunication of safety of the payment systems, technology.

Considerable attention in the work given to the systematization of key indicators by which you can assess the condition of the payment card market and determine which of them is investigated the market - "highly developed" or "the one that develops". All indicators combined into three main groups, which are able to evaluate market functioning separate direction payment cards - scale market, the availability of appropriate infrastructure of card transactions, primarily technical, and degree of development of card payments. Every direction of evaluation contains a number of key indicators as absolute and relative, and algorithm calculations and their essential load. The calculation and analysis of these indicators is the basis for the development of economically expedient and efficient measures to optimize the structure of the payment card market.