

**ZNAČAJ KONTROLE CIJENA PRIRODNIH MONOPOLA ZA POTROŠAČE****IMPORTANCE OF PRICE CONTROL OF NATURAL MONOPOLY FOR CONSUMERS****Prof. dr Marko Šarčević**Univerzitet u Istočnom Sarajevu, Ekonomski fakultet Istočno Sarajevo-Pale  
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Pregledni članak

DOI 10.7251/OIK1403004S, UDK 339.13.012.434

Review paper

## REZIME

*Država svojom aktivnošću ima za cilj da ograniči monopolne procese i podstakne konkurenciju, ili da utiče na tržišnu strukturu, ili ponašanje privrednih subjekata. Aktivnost na polju antimonopolnog zakonodavstva koju provodi država je starijeg datuma, a provodi se, uz otpore, sa promjenljivim uspjehom. U fokusu naše pažnje su specifičnosti ove politike u kontroli cijena prirodnih monopola, odnosno onaj njihov dio koji je u interesu države i lokalnih zajednica. Ova aktivnost je prisutna i u najrazvijenijim tržišnim ekonomijama, s tim da je u njima i dalje ostao vrlo aktuelan aspekt stvaranja opštih uslova za razvoj konkurencije i kontrolu prirodnih monopola. U lokalnim zajednicama cijene se utvrđuju na nivou koji je prilagođen platežnoj moći stanovništva i održivom razvoju preduzeća. U radu će biti prezentovana i analiza formiranja cijena na slobodnom tržištu i kod monopola, te će biti ukazano na štetnost monopola koja se izražava smanjenjem proizvodnje i povećanjem cijena. To nameće nužnost državne intervencije koja ima za cilj da zaštiti potrošače.*

**Ključne riječi:** prirodni monopol, konkurencija, regulacija, cijena, ponuda, tražnja.

## UVOD

U radu se obrađuju različite strukture tržišta i položaj privrednih subjekata u njima, a posebno slobodna konkurencija i monopoli, sa osvrtom na prirodne monopole. U tim strukturama tržišta privredni subjekti

## ABSTRACT

*By utilizing its power, State aims to restrict monopolistic processes and encourage competition, or to affect market structure or behavior of economic entities. Activity in the field of anti-monopoly legislation that state implements has an old date, and is implemented, with resistance of certain subject, with varying success. The focus of our attention is the specifics of policies to control prices of natural monopolies, or its fraction, that are in the interest of the state and local communities. This activity is also present in most developed market economies, but they still have very actual aspect of creating general conditions for the development of competition and control of natural monopolies. At the level of a local community, prices have been formed at a level that is adjusted to the purchasing power of population, and to sustainable development of enterprises. This paper will present and the analysis of price forming in a free market, and in a case of monopoly, and it will be pointed to harmful effects of monopoly which express itself by reducing production and increasing prices. This imposes the necessity of state intervention, which aims to protect consumers.*

**Keywords:** natural monopoly, competition, regulation, price, supply, demand.

## INTRODUCTION

This article discusses the various market structures and positions of the economic entities within them, especially free competition and monopolies, with an emphasis on natural monopolies. In these structures, market eco-

formiraju ponudu proizvoda i usluga, pri čemu vode računa da cijena, kvalitet i način isporuke budu u interesu njihovog održivog razvoja. Kupci – potrošači žele da imaju kvalitet proizvoda i usluga primjeren njihovoj platežnoj moći.

Prirodni monopol, ako radi punim kapacitetom, može svoje proizvode i usluge plasirati po cijenama na nivou graničnih troškova. U slučaju da na lokalnom tržištu postoje dva prirodna monopola, a potrebe lokalne tražnje može zadovoljiti jedan ako koristi pun kapacitet, onda će ta dva ponuđača nuditi svoje proizvode i usluge po višim cijenama, što je za potrošače neprihvatljivo. Državna intervencija je u ovom slučaju potrebna, pošto je ona u stanju da potrošačima obezbijedi proizvode i usluge po nižim cijenama, odnosno po cijenama koje će u svojoj strukturi imati samo prosječan profit. U teoriji i praksi se primjenjuju različita rješenja, ali su najčešća:

1. određivanje cijene na nivou prosječnih troškova, čime se obezbeđuje i prosječan profit;
2. određivanje svakom korisniku monopolnog proizvoda ili usluge paušala za osnovnu uslugu i cijenu jednaku graničnom trošku za svaku potrošenu jedinicu,
3. određivanje cijene jednake graničnom trošku, uz obezbjeđenje kompenzacije proizvođačima iz eksternih izvora kako bi potrošači imali prihvatljivu cijenu a proizvođači samoodrživ razvoj.

Država, naravno, može da zadrži prirodne monopole u svom vlasništvu i, kontrolom upravljačkih struktura, da nadgleda i usmjerava njihov rad, držeći se univerzalnih pravila menadžmenta i specifičnih okolnosti poslovanja prirodnog monopola. Početkom osamdesetih godina otpočinje pojačan trend privatizacije, odnosno transfera ovih djelatnosti u privatni sektor. Osnovno obrazloženje ovog talasa privatizacije je u povećanju efikasnosti rada ovih djelatnosti pod pritiskom privatnog kapitala i interesa. Rasprostranjeno je mišljenje da je država u odnosu na privatni sektor „loš domaćin“.

economic entities form the price of products and services, by take into account that the price, quality and delivery are in the best interest of their sustainable development. Buyers-consumers want to have product quality and services appropriate to their purchasing power.

Natural monopoly, if operating at full capacity, can put to market its products and services at prices that are at the level of marginal costs. In the case when the local market has two natural monopolies, and the local demands can be fulfilled by one if it uses the full capacity, then the two bidders will offer their products and services at higher prices, which is unacceptable for consumers. In this case Government intervention is necessary, hence it is able to provide consumers with products and services at lower prices, or at prices that will in its structure have only average profit. The theory and practice shows different solutions, but the most common are:

1. determining the price at the level of the average cost, which provides the average profit.
2. determine for each user, that uses monopolistic product or service, flat rate for basic service and price equal to marginal cost for each unit consumed,
3. determine the price equal to marginal cost, and provide compensation to producers from external sources to ensure that consumers have an affordable price, while ensures sustainable development to producers.

The state, of course, can keep natural monopolies in its possession and control over the management structure that oversees and directs their work, paying respect to the universal rules of management and specific circumstances in business of natural monopoly. At the beginning of the eighties, increased trend of privatization and transfer of these activities to the private sector have commenced. Basic explanation for this wave of privatization was improving the efficiency of these activities under the pressure of private capital and interest. It is widely believed that the state, compared to private sector, is “bad host”.

U praksi pojedinih zemalja (državne željeznice Japana npr.) neke važne oblasti od interesa za privredu kao cjelinu nisu privatizovane, a poznato je da privatni i opšti interes nije uvijek u saglasnosti, privatne kompanije ne rade uvijek u javnom interesu. Mnogi smatraju da država ove poslove vodi sa više brige, imajući u vidu da je socijalna funkcija u nadležnosti države, pa ona kontrolom cijena prirodnih monopola, vodi i dio socijalne politike.

## DEFINISANJE TRŽIŠTA

Tržište predstavlja prostor i vrijeme na kome proizvođači roba i usluga nude po određenim cijenama robu na prodaju, da potrošači po određenim, za njih prihvatljivim cijenama, kupe određene proizvode. Tržište je prostor na kome zakon vrijednosti ujednačava ponudu i tražnju, cijena i količina, u datom vremenu i dinamici.

### Čisti monopol

To je tržišno stanje gdje se jedan proizvođač javlja kao isključivi ponuđač na tom tržištu, dok su brojni učesnici na strani tražnje. U rijetkim slučajevima može biti i na strani ponude i na strani tražnje samo po jedan učesnik. Takvo tržište je zatvoreno tržište. Osnovne karakteristike monopolskog tržišta su:

1. prisutan je samo jedan proizvođač,
2. ne postoje bliski supstituti za robu koja se proizvodi i prodaje i
3. zatvoreno tržište, odnosno postoje prepreke za ulazak na to tržište.

Monopol nastaje zahvaljujući posjedovanju strateških sirovina, specifične tehnologije, patentnih prava, posjedovanju dozvole države za obavljanje određene djelatnosti, zaštiti od konkurencije iz inostranstva, veličini tržišta na kome se plasira roba (prvenstveno se to čini na malom tržištu) itd. Monopol može ozbiljno da dovede u pitanje efikasnost tržišne alokacije resursa, te da određuje obim njihove upotrebe.

In a practice of some countries (eg Japan National Railways), some important areas for the economy as a whole have not been privatized, and it is known that private and general interest are not always in accordance, that is to say, private companies do not always work in the best public interest. Many believe that the state leads those affairs more sensitive, social function is under the jurisdiction of the state, so state over control of natural monopolies prices leads, partially, a of social policy.

## DEFINITION OF MARKET

The market is the space and time where producers of goods and services offers to sale a certain goods to consumers under certain, for both of them, reasonable prices. The market is an area in which the law of value equalizes supply and demand, price and quantity, at a given time and dynamics.

### Pure monopoly

A pure monopoly is market situation, where one manufacturer appears as the sole supplier at one certain market, while there are many of the participants on the other, demand side. In rare cases, it may happen that on the supply side, and on the demand side, there is only one participant. This market is a closed market. The basic characteristics of monopoly markets are:

1. There is only one manufacturer present,
2. There are no close substitutes for goods being produced and sold, and
3. It is closed market, or there are barriers for entrance to that market.

Monopoly arises because of possession of the strategic raw materials, specific technology, patent rights, a state license for performing business activities, protection from the competition from abroad, the size of market where goods have been sell (primarily it seems to be a small market) and so on. Monopoly can seriously call into question the efficiency of market allocation of resources, and to determine the extent of their use.

### Ravnoteža preduzeća u uslovima monopola

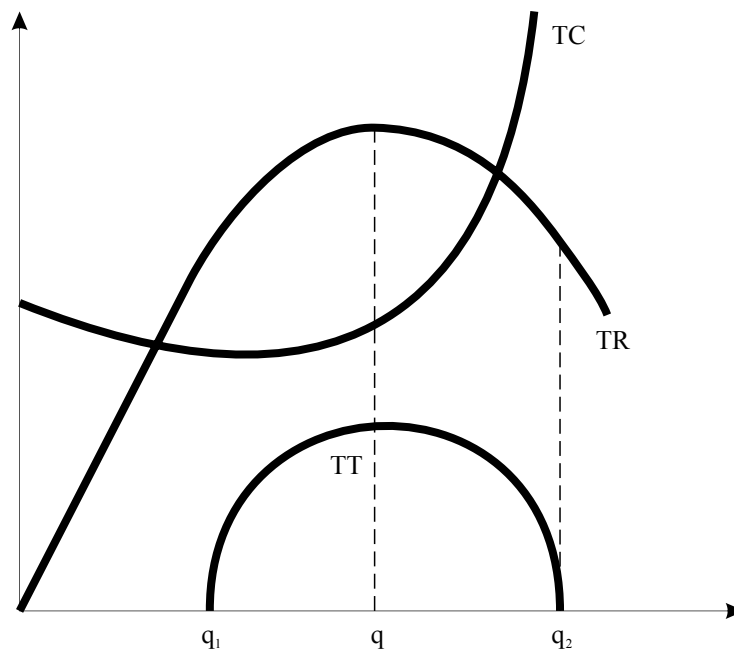
Monopol nastoji da maksimizira profit kao cilj poslovanja. Kao jedini ponuđač utiče na agregatnu tražnju i tržišne cijene. Da bi povećao prodaju, monopolist mora sniziti cijenu i to ne samo dodatne jedinice već ukupne ponude. Kriva ukupnog prihoda kod monopoliste je parabola, a ne prava kao u potpunoj konkurenciji.

U nastojanju da maksimizira profit, monopolista bira onaj obim proizvodnje pri kome je razlika između ukupnog prihoda i ukupnih troškova najveća, što vidimo na grafikonu 1.

### The balance of the company in terms of monopoly

Monopoly seeks to maximize profit as a business goal. As the sole supplier, it affects aggregate demand and market prices. To increase sales, the monopolist must lower the price and it not only more units but the total supply. The curve of total revenue of the monopolist is a parabola shape, and is no flat shape as in a case of full competition.

In an effort to maximize profit, the monopolist chooses the volume of production in which the difference between total revenue and total cost is the largest, as we see in the graph 1.



*Grafikon 1.* Ravnoteža preduzeća u uslovima monopola

*Graph 1.* The balance of the company in terms of monopoly

Monopolista ostvaruje profit  $PR$  u rasponu  $q_1$  i  $q_2$  a maksimum pri obimu  $q$  kada je iznos profita najveći. Slijedeći svoj cilj maksimiziranja profita, monopolista će širiti obim proizvodnje sve dok mu prodaja dodatne jedinice proizvoda pokriva troškove izazvane njenom proizvodnjom, dakle, dok ne izjednači granični trošak sa graničnim prihodom. Pri ovom obimu proizvodnje profit je maksimalan, jer dalja proizvodnja povećava troškove dodatne jedinice proizvoda koja ne bi mogla u potpunosti biti nadoknađena prihodom od njene prodaje, te bi profit bio manji. Pri ovom obimu monopolista

The monopolist makes a profit  $PR$  ranging  $q_1$  and  $q_2$  at a maximum volume of  $q$  when the amount of profit is the greatest. Following its goal of maximizing profits, monopolist will expand volume of the production selling more units until sell of additional unit of production covers the costs caused by its production, so long as it equals marginal cost with marginal revenue. In this volume of production, profit is maximized, and further production will increase the cost of an additional unit of product that could not be fully made up to revenues from its sales and profit would be smaller. In this scope

ostvaruje i ekstra profit s obzirom da je tržišna cijena veća od graničnog prihoda.

Monopolista će izabrati obim proizvodnje  $q$  pri kome se postiže jednakost graničnog troška i graničnog prihoda i ako ostvaruje profit u rasponu  $q_1$ - $q_2$ .

### Posljedice monopola

Monopolista posluje tako da koristi kapacitet u tački u kojoj je cijena veća od graničnog troška, za razliku od konkurentske firme gdje su cijena i granični trošak izjednačeni. Kao rezultat imamo veće cijene i manju količinu robe u monopolističkom tržištu u odnosu na konkurentsko. Posljedice snose potrošači koji će sve kupovati manje ali po višim cijenama.

U slučaju smanjene tražnje, monopolista bi bio uvijek spreman da proda dodatnu jedinicu po nižoj cijeni od trenutno važeće kad ne bi morao da snizi cijenu svih drugih jedinica koje trenutno prodaje. Recimo 1 m<sup>3</sup> vode ili 1kW električne energije.

### Definisanje prirodnog monopola

Savremena teorija pod prirodnim monopolom podrazumijeva svaku djelatnost u kojoj se najracionalnije može organizovati ekonomska aktivnost, u kojoj su fiksni troškovi visoki i gdje je stepen korišćenja kapaciteta u visokom procentu, uslov ekonomičnog poslovanja. To su obično veliki tehnički sistemi gdje karakter tehnologije i obim traženja dovode do velike degresije troškova kao što su: željeznica, prenos električne energije, gasa i nafte, vodovodi, toplovodi itd.

### Karakteristike prirodnog monopola

Postojanje prirodnog monopola vezuje se za tržište na kome je ekonomski najracionalnije postojanje jedne firme, jednog proizvodnog kapaciteta. Postojanje jedne firme čiji kapacitet može zadovoljiti potrebe lokalnog tržišta omogućava najvišu efikasnost proizvoda ili usluga, te i najnižu cijenu. Otpočinjanje proizvodnje u

monopolist achieves extra profit, because the market price is greater than marginal revenue.

The monopolist will choose the volume of production  $q$  which achieves equality of marginal cost and marginal revenue and making a profit in the range  $q_1$ - $q_2$ .

### The consequences of monopoly

A monopolist operates in a manner that uses the capacity, at the point where the price is greater than marginal cost, unlike rival firms where the prices and marginal costs are equal. As a result, we have higher prices and a smaller quantity of goods in a monopolistic market compared to competitive one. Consumers bears the consequences of this and they will buy less at higher prices.

In the case of reduced demand monopolist would be always ready to sell an additional unit at a lower cost than the currently valid, in a case where is not forced to lower the price of all remaining units that is selling in that moment. Let's say 1 m<sup>3</sup> of water or 1 kW of electricity.

### Defining a natural monopoly

Modern theories defining natural monopoly like any activity that can, in the most rational way, organize an economic activity where the fixed costs are high and where the degree of capacity utilization in a high percentage, is a cost-effective business requirement. These are usually large technical systems where the character of technology and the scope of activity result in a large degressivity of costs such as railways, power transmission, oil and gas transmission, water supply, heating system, etc.

### The characteristics of a natural monopoly

The existence of a natural monopoly is linked to the market where existence of a single company, or one production capacity, is economically most rational. The existence of a company whose capacity can meet the needs of the local market allows the highest efficiency product or service, and also the



prirodnom monopolu je povezano sa velikim investicionim ulaganjima, a, posebno, sa angažovanjem sredstava za rad. Sredstva za rad imaju vijek trajanja i uslovljavaju visoke fiksne troškove koji se mogu pokriti samo visokim stepenom korišćenja kapaciteta.

Veliki obima proizvodnje izaziva jaku degresiju fiksnih troškova, pa jedinični ukupni troškovi prirodnog monopola padaju i poslije presjeka sa krivom tražnje. Određivanje cijene prirodnog monopola je veoma važno iz dva razloga. Prvo, da kapacitet proizvodnje bude veći od kapaciteta koji bi bio ostvaren u uslovima slobodnog tržišta, i, drugo, da cijena proizvoda i usluga bude prihvatljiva za platežnu moć potrošača i da omogući proizvođaču samo prosječan profit dovoljan za njegovu samoodrživost.

Obim proizvodnje, u prirodnom monopolu je veći nego u slučaju potpune konkurencije. Prednosti kao što su velik obim proizvodnje i niske cijene opravdavaju postojanje prirodnih monopola, ali ih država podvrgava kontroli prije svega u pogledu kontrole cijena.

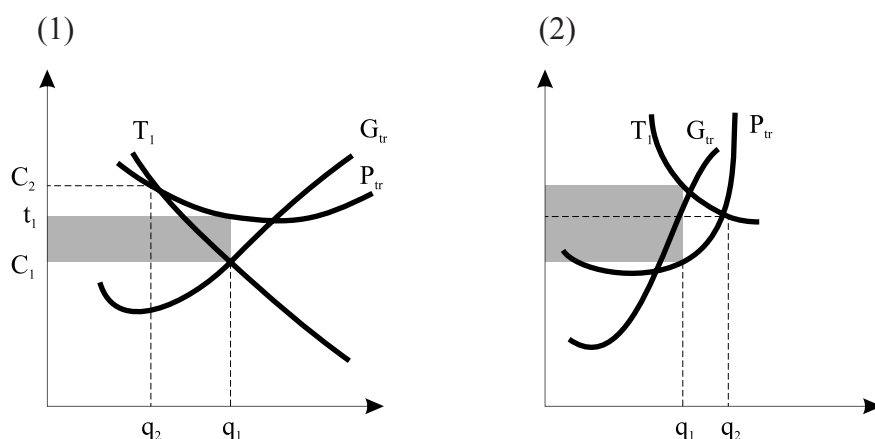
Cijena koja je jednaka jediničnim ukupnim troškovima je upravo ona koja monopolisti obezbjeđuje samoodrživost, visok stepen korišćenja kapaciteta i cijenu prihvatljivu za potrošače. Kada je u pitanju politika cijena, treba praviti razliku između prirodnog monopola u djelatnostima sa rastućim i opadajućim troškovima. Ilustracija tih razlika su na graficima (1) i (2).

lowest price. Starting production in a natural monopoly is associated with large investments, especially in the commitment of funds for the work. Funds for the work have a life span and high fixed costs that can be covered only by the high level of capacity utilization.

Large-scale production causes severe degression of fixed costs, and total costs per unit of natural monopolies fall even after cutting the demand curve. Pricing for natural monopolies is very important for two reasons. First, to let production capacity to be greater than the capacity that would be achieved in a free market, and secondly, that the price of goods and services be acceptable to the purchasing power of consumers, and enable manufacturer only average profit sufficient for its self-sufficiency.

The volume of production, in the natural monopoly is higher than in the full competition case. These advantages, such as high volume production at low cost, certainly justify the existence of natural monopolies, but state needs to control them, firstly in a terms of price control.

Price equal to the total unit cost is exactly the one that monopolist provides self-sufficiency, a high degree of capacity utilization and price acceptable to consumers. When it comes to pricing policy, there is a need to distinguish between natural monopolies in industries where costs are increasing or decreasing. The illustration of these differences is in graphs (1) and (2).



*Grafikon 2.* Karakteristike prirodnog monopola. (1) Gubici u djelatnosti sa opadajućim troškovima; (2) Dobici u djelatnosti sa rastućim troškovima

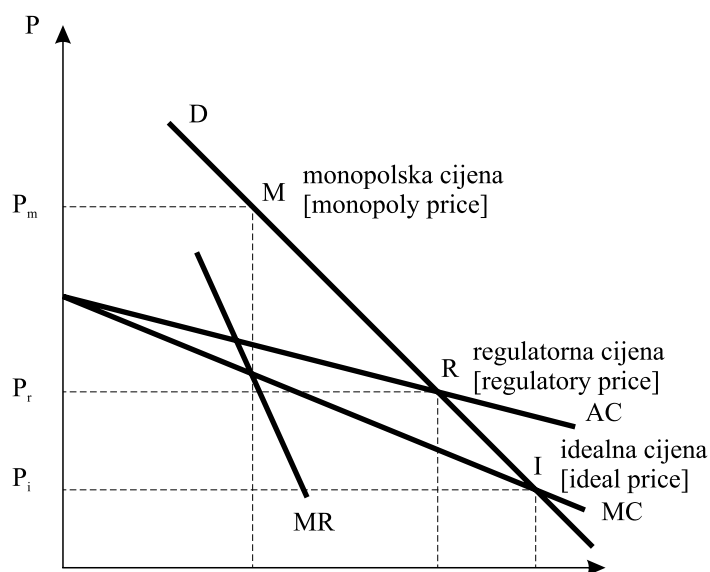
*Graph 2.* The characteristics of a natural monopoly. (1) Losses in dealing with the declining cost; (2) Gains in dealings with the rising costs

## Kontrola cijena prirodnog monopola

## Control of natural monopolies prices

Državni prirodni monopoli su orijentisani na maksimalno zadovoljavanje potreba stanovništva. Oni, za razliku od privatnih monopola, ne teže maksimizaciji profita, nego najpotpunijem zadovoljavanju socijalnih potreba po cijenama koje su na nivou nešto višem od stvarnih troškova (Grafikon 3).

State natural monopolies are oriented to maximum satisfaction of the needs of population. They, unlike private monopolies, do not tend to maximize profits, but the highest satisfaction of social needs at prices that are at a level slightly higher than the actual cost (Graph 3).



Grafikon 3. Kontrola cijena prirodnog monopola

Graph 3. Control of natural monopolies prices

Pri proizvodnji  $Q_m$  društvu će se ponuditi obim proizvodnje ( $Q_m$ ) po cijenama ( $P_m$ ).

Država će odrediti cijenu  $P_r$  i količinu  $Q_r$  koja ima cijenu od  $P_r$  a manju od  $P_m$ . Ta cijena omogućava preduzeću pokrivanje troškova i ostvarenje prosječnog profita.

Ovakva politika je regulisana Zakonom o kontroli cijena Republike Srpske a odnosi se, uglavnom, na proizvode koji su od posebnog značaja za građane kao što su: voda, struja, komunalne usluge, željeznica, putna služba i sl. To su javna preduzeća na nivou opštine, regiona, Republike i države.

Razlozi efikasnosti zahtijevaju da se proizvodnja koncentriše u jednom preduzeću. S obzirom da su ova preduzeća vezana za određenu teritoriju i da su im tržišta limitirana u odnosu na efikasan obim proizvodnje ili usluga, država, da bi spriječila preuzimanje potrošačkog viška od strane monopola, preduzima odlučujuću ulogu u određivanju visine cijena.

In a case of production  $Q_m$  company will offer production volume ( $Q_m$ ) at prices ( $P_m$ ).

The state will determine the price  $P_r$  and quantity  $Q_r$  which has a price  $P_r$  and less than  $P_m$ . This price allows the company to cover its costs and achieve an average profit.

This policy is regulated by the price control Law of the Republic of Srpska and applies mostly to products that have a particular concern to citizens, like water, electricity, utilities, rail, road services, etc. These are public companies either at the municipal, regional, and Republic, or state level.

The efficiency reasons require that the production is concentrated in one company. Given that these companies are bind to a specific territory and that their market is limited compared to the efficient scale of production or services, the state, to prevent takeover of consumer surplus by monopolies, takes a decisive role in determining the level of prices.

Zbog toga će država odrediti cijenu prirodnom monopolu ne na nivou graničnih, nego prosječnih troškova, što podrazumijeva mnogo niži stepen ekonomske efikasnosti od okolnosti gdje se cijene određuju na nivou graničnog troška. Preduzeće nije pod vlastitim ekonomskim pritiskom da smanjuje troškove da bi povećalo profit. Obrnuto, ovdje je neprekidan pritisak na državu za iznuđivanje što većih cijena za vlastiti proizvod ili uslugu.

### Dileme ekonomista oko kontrole monopola i antimonopolska politika države

Ekonomisti ističu da male firme, u međusobnoj konkurenciji, mogu iznijeti na tržište robe po višim cijenama od monopolskih. Ekonomija obima, zbog degresije fiksnih troškova proizvodnje, je u stanju da ponudi tržištu više roba po nižim cijenama, nego što to mogu da urade mala preduzeća u potpunoj konkurenciji.

Monopolista je u stanju da snizi cijenu proizvoda, ali da, zbog povećane proizvodnje i bržeg pada troškova, ostvari povećan monopolski profit. To svakako nije protiv, nego u korist potrošača. U mnogim privrednim sektorima tehnologije su takve da zahtijevaju velika preduzeća, odnosno ekonomiju obima, da bi se na osnovu pada troškova mogle isplatiti velike investicije. Odreći se ovih velikih preduzeća da bi se ostvarila slobodna tržišna konkurencija značilo bi odreći se ekonomske efikasnosti u proizvodnji većine proizvoda.

Proizvodnja nekih proizvoda je neefikasna u malim preduzećima.

Razvoj nauke i tehnologije podrazumijeva velika investiciona ulaganja. To mogu da obezbijede samo krupna preduzeća, tako da su ona nosioci razvoja nauke i tehnologije, što dugoročno vodi smanjenju troškova i pojeftinjenju proizvoda,

Diferenciranje cijena proizvoda po raznim socijalnim grupama omogućava potpunije zadovoljenje potreba u monopolskom nego u tržištu potpune konkurencije. Među ekonomistima ima i drugih mišljenja kada su velika preduzeća u pitanju. Tako se, na primjer, osporava tvrdnja da su krupna preduzeća središta degresije troškova pu-

Therefore, the state will determine the price of natural monopoly, not at the border level but rather the average cost level, which implies a much lower level of economic efficiency compared to circumstances where prices are determined by the marginal cost. The Company is not under their own economic pressure to reduce costs in order to maximize profits. Conversely, there is a constant pressure on the state to form the highest possible price for product or service.

### Economist dilemmas over the control of monopoly and competition policy states

Economists point out that small firms in a competition with each other, can bring to market goods at higher prices than monopoly. Economies of scale due to production fixed costs degression, is able to offer the market more goods at a lower prices, than small businesses can do in complete competition.

The monopolist is able to lower the price, but due to increased production and a faster costs decline, he is able to achieve increased monopoly profits. Certainly, it is not against, but in favor of the consumer. In many business sectors, technologies require large companies, or economy of scale, so on a cost decrease basis huge initially investment could be paid off. Giving up of those large companies in order to achieve a free-market, would be a give up of the economic efficiency in the production of most products.

The production of some products is inefficient in small enterprises.

Development of science and technology includes large investments. It can be provided only by big companies, so that they are carriers of the development of science and technology, that, in the long run, leads to reduced costs and lower product prices.

Differentiating the product price in order to satisfy various social groups can be easier reached in monopoly than in perfectly competitive markets. Among the economists, there are different opinions when it comes to large enterprises. Thus, for example, disputes the claim that big companies are the center of costs digression



tem korištenja moderne tehnike i masovne proizvodnje. Navode se praktična istraživanja koja ukazuju na odsustvo potpunije međuzavisnosti između veličine preduzeća i degresije troškova. Kod mnogih preduzeća srednje veličine dolazi do prekoračenja progresije troškova, što znači da je riječ o njihovoj ekonomskoj optimalnosti.

Osporavaju se i mišljenja da su velika preduzeća zbog svojih povećanih finansijskih mogućnosti nosioci tehničkog progressa. Navode se statistički podaci koji govore da se osnovne investicije u oblasti tehnike u najvećem broju slučajeva odnose na pojedinačna otkrića ostvarena u malim preduzećima. Oспорava se i da su velika preduzeća stabilnija i da ne nose visok rizik propasti na tržištu kao što se to odnosi na mala preduzeća. Razlozi za to nalaze se u državnoj pomoći velikim preduzećima u kriznim situacijama da bi se održala zaposlenost, što se ne odnosi na mala preduzeća.

Naravno, rješenje nije u krajnostima niti da se zabrane monopoli da bi se ojačala slobodna konkurencija, niti, obrnuto, da se dozvoli nesmetano monopolno strukturiranje tržišta i prestanak uticaja slobodne konkurencije. Kao i uvijek, problem ekonomije je u finom odlučivanju: sačuvati dobre strane monopola i ne dozvoliti prevlast njegovih loših strana, odnosno sačuvati dobre strane slobodne konkurencije, ali i izbjeći zamke da se, podržavajući potpunu konkurenciju, društvo liši ekonomske efikasnosti koju nude monopoli.

Država je preuzela odgovornost da spriječi nastajanje monopola, a tamo gdje su neophodni, da reguliše njihov rad. Država u tom slučaju neće ukidati monopol nego će ga regulisati, prije svega, određivanjem nivoa prodajnih cijena i drugim adekvatnim mjerama a, prije svega, promjenom vlasništva.

### Normativno regulisanje

Država svojim propisima ograničava tržišnu moć preduzeća.

Antimonopolno djelovanje se odnosi na: (1) zabranu određenih postupaka i (2) zabranu određenih struktura.

through the use of modern technology and mass production. Some cited practical studies that indicate the absence of complete interdependence between the size of the company and costs digression. In many medium-sized companies overflows progression costs, which means that it is up to their economic optimality.

The views that large companies due to their increased financial potentials leads technical progress, are also disputed. Statistics are cited that investments in technique fields in most cases were related to individual discoveries achieved in small businesses. Claims that big companies are stable, and risk of collapse is diminished in relation to small companies were also disputed. The reasons for this can be found in state aid to large companies in crisis situations in order to maintain employment, which does not apply to small businesses.

Of course, solution is not in extremes, neither to prohibit monopolies in order to strengthen free competition, nor vice versa, to allow undisturbed monopolistic market structuring and termination of the impact of free competition. As always, problem of the economy is in fine tuning: to preserve the benefits of monopoly and does not allow his bad side to prevail, while, in the same time preserve the benefits of free competition, but also to avoid the traps that are in support of full competition, deprive society of economic efficiency offered by monopolies.

State has assumed responsibility to prevent the formation of monopolies, and in cases where they are necessary, to regulate their work. In this case, state will not abolish the monopoly but will regulate it, primarily by determining the level of selling prices and other appropriate measures, like change of ownership.

### Normative regulation

State regulations restrict power of companies in the market.

Antimonopoly operations refers to: (1) prohibition of certain procedures and (2) prohibition of certain structures.

Kod zabrane određenih postupaka radi se za-pravo o regulisanju rada monopola. Zabranjuju se sve radnje koje narušavaju slobodnu konkurenciju, kao i fuzije koje su usmjerene na formiranje monopola i narušavanje slobodne konkurencije.

Što se tiče zabrane određenih struktura, one se, uglavnom, odnose na zabrane određenih fuzija ili, ako do njih dođe, nalaže se razbijanje postojećih monopola na više posebnih kompanija. Tako je Vrhovni sud SAD (1911) naložio da se dva velika monopola razdvoje na više posebnih kompanija (American Tobacco Company i Standard Oil Company). Mnoge evropske zemlje i Evropska unija imaju razvijeno antimonopolsko zakonodavstvo i tijela koja se bore protiv monopola (u Njemačkoj je to Savezni ured za kvalitete, u Velikoj Britaniji Ured za slobodnu trgovinu i sl.).

Antimonopolsko djelovanje nije jednoznačno. Nije svaka krupnija privredna struktura i njeno stvaranje ono na šta bi trebalo djelovati antimonopolski. Nekada je monopolska pozicija uslovljena tehničkim karakteristikama, odnosno obimom investicija da bi se ostvarila ekonomija obima.

Oprez pri donošenju odluke o visini cijene je neophodan. Nužno je uvažiti činjenicu da su krupna preduzeća mjesta ekonomije obima i sniženja cijene koštanja, a na drugoj strani su monopolske mogućnosti eksploatacije potrošača putem dizanja cijena i smanjenja obima proizvodnje.

Kriteriji, odnosno donja granica pokretanja antimonopolske aktivnosti dosta je niska. U SR Njemačkoj koncentracija preduzeća koja dostiže najmanje 20% ili više tržišnog udjela predstavlja osnovu za pokretanje antimonopolske aktivnosti. U Engleskoj taj broj iznosi 25%. Antimonopolska aktivnost se odnosi na sprečavanje zloupotreba povećanja cijena, zatvaranja tržišta i sl.

U posljednje vrijeme se pokušava deregulacijom uticati na negativne strane monopola. Misao o monopolima se izmijenila. Poslije Drugog svjetskog rata skoro da i nije bilo značajnije antimonopolske aktivnosti i u zemlji koja je i njen začetnik (SAD).

Prohibiting of certain procedures is about actual regulation of monopolies. It Prohibit all actions that disrupt free competition and mergers that have focused on the formation of monopolies and distort free competition.

Prohibition of certain structures, they are mainly related to the prohibition of certain mergers or, but if they do occur, they are ordered to break up existing monopolies in several separate companies. Supreme Court of the United States (1911) ordered that the two big monopolies split into several separate companies (American Tobacco Company and the Standard Oil Company). Many European countries and European Union have developed antimonopoly legislation and the appropriate bodies able to counter monopolies (in Germany it is the Federal Office for Quality, in the UK Office for free trade, etc.).

Antitrust action is not unique. Not every larger economic infrastructure and its creation is something that is necessary to act antitrust. Sometimes, monopoly position is created because of certain technical characteristics or volume of investments, or to achieve economy of scale.

Caution is necessary when making decisions about the price level. It is necessary to take into account the fact that big companies are the places of economies of scale, and lower cost, and on the other side are the possibilities of monopoly exploitation of consumers by raising prices and reducing production volume.

Criteria, or lower limit of launching antitrust activity is quite low. In Germany, concentration of companies that achieved at least 20% or more market share is basis for initiating antitrust activities. In England, that number is 25%. Antitrust action refers to the prevention of abuse of price increases, the market closes and alike.

Recently, attempts are made for deregulation that should affect the negative side of monopolies. Idea of monopolies is altered. After World War II, there were virtually no any significant antitrust activities in the country which is its originator (USA).

Od nekih sporova se odustalo jer su bez osnova kao što je bio slučaj sa IBM (1982. godine) iako je njegov tržišni udio iznosio 75%. Iskustvo je, naime, pokazalo da su cijene u visoko koncentrisanim industrijama često mnogo brže padale od onih u manje koncentrisanim industrijama. Ako je veliko preduzeće efikasno, onda treba i da vlada. Misao o monopolima se tako bitno promijenila.

Osnove konkurentske politike u Evropskoj uniji potiču još iz Rimskog ugovora (1957. godine). Ugovor Evropske zajednice obavezuje sve zemlje članice da se uzdrže od bilo kojeg oblika ograničenja slobodne konkurencije u okviru jedinstvenog tržišta.

Da bi bila uspješna, regulacija zahtijeva veliki broj informacija i podataka. Izbor troškova pri kalkulaciji cijena takođe izaziva dileme, a moguće su pogrešne procjene i zaključci analize. Uz to, usvajanje odluka je dugotrajno i komplikovano zbog javnog usaglašavanja, a nekad može i da se završi pred sudom. Ova tendencija se obično ispoljava kod prirodnih monopola, s obzirom da od organa regulacije kroz utvrđenu stopu prinosu imaju odgovarajuće pokriće. Zato se ova stopa mora vezati za ispunjenje određenih performansi da bi se troškovi držali na minimumu. Regulisani monopoli, po pravilu, nemaju interesa za necjenovnu konkurenciju, jer u potpunom monopolu konkurencije i nema. Rješenje za ovakve slučajeve je deregulacija koja najčešće obezbjeđuje proizvode i usluge koje potrošači žele, i to po nižim troškovima, odnosno cijenama.

## ZAKLJUČAK

Potpuna konkurencija je teoretski ideal tržišne strukture, a realni svijet privrede je daleko od ovog idealizovanog stanja. Prirodni monopol u osnovi dovodi u pitanje savršenost funkcionisanja tržišta. On je realnost tržišne strukture savremenih privreda, a, posebno, u djelatnostima koje su od ključnog značaja za ukupni razvoj privrede i standard stanovništva. Zato mu i teorija, a posebno ekonomsko-politička praksa, u nastojanju da na

Some cases are dropped because they are not unfounded as was case with IBM (1982), although its market share was 75%. Experience has, however, shown that the prices in high concentrated industries were often fall much faster than those in less concentrated industries. Big company is effective, so it should rule. The idea of monopolies was also fundamentally changed.

Basis of competition policy of European Union originate from the Treaty of Rome (1957). Treaty on European Union binds all member states to sustain from any form of restriction of free competition within the common market.

In order to be successful, regulation requires large amount of information and data. Choice of cost price in calculation also raises dilemmas, and erroneous assessments and conclusions of the analysis are possible. Also, adoption of decisions is time-consuming and complicated because of public adjustment, and sometimes finalized in court. This tendency usually manifests in natural monopolies, since that through the regulation body, through the established rate of return, they have adequate coverage. So this rate has to be attached to meet certain performance, in order to keep costs to a minimum level. Regulated monopolies, as a rule, have no interest in non-price competition, because there is no competition in a complete monopoly. Deregulation is solution for such cases, which usually provides products and services that consumers want, at lower costs and prices.

## CONCLUSION

Perfect competition is theoretical ideal of market structure, but real world of economy is by far from idealized conditions. Natural monopoly fundamentally calls into question the perfection of market functioning. It is reality of the market structure of modern economies, especially in sectors that are crucial for the overall development of the economy and standard of living. That's why theory, and in particular the economic and political practic-

najbolji način iskoriste njegove tehničko-ekonomske prednosti i spriječe zloupotrebu njegove monopolske snage i moći, poklanjaju posebnu pažnju. U radu je pored kriterijuma formiranja cijena u konkurentskom tržištu obrađeno i formiranje cijena u monopolskom tržištu. Istaknute su posljedice monopolskog formiranja cijena na tržištu. Ravnoteža preduzeća, maksimum profita i određivanje tržišnih cijena su pokazali da monopoli, pored prosječnog profita, ostvaruju i dio ekstra profita, što im omogućava njihov monopolski položaj da sami formiraju cijene. Zadatak države je da onemogući monopolsko ponašanje i da stvori ambijent za konkurenciju na tržištu koja će omogućiti veću proizvodnju i niže cijene za potrošače. U savremenom svijetu su poznate aktivnosti koje preduzimaju pojedine države u sprečavanju monopolskog ponašanja na tržištu.

Kontrola i određivanje cijena za prirodne monopole: vodu, električnu energiju, grijanje, komunalne usluge itd. koje su prilagođene platežnoj moći stanovništva, kako je određeno Zakonom o kontroli cijena Republike Srpske, su i ekonomski i društveno opravdani. Lokalna zajednica ili Republika, koja daje saglasnost na cijene u skladu sa Zakonom o kontroli cijena, s jedne strane, treba da omogućiti da prirodni monopolisti ostvare, pored pokrića ukupnih troškova, prosječan profit, te da proizvedena količina proizvoda i usluga bude na nivou potreba, a, sa druge strane, da cijene budu prilagođene platežnoj moći stanovništva.

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es, in order that make the best use of its technical and economic advantages and prevent the abuse of its monopoly power and might, pay special attention. In this paper, in addition to the criteria of pricing in a competitive market, were also processed price forming in a monopoly market. Consequences of monopoly pricing on the market were highlighted. Balance of the company, maximum profit and determination of market prices showed that monopolies in addition to the average profit, gain part of extra profits, allowed by their monopoly position, so say to form their own price. State have task is to prevent monopolistic behavior and to create an environment for competition in the market which will enable higher production and lower prices for consumers. In modern world, activities undertaken by individual states to prevent monopolistic behavior in the market are well known.

Control and pricing for natural monopolies: water, electricity, heating, utilities and so on, that are tailored in accordance to purchasing power of population, as defined by the Law on Control of the price in Republic of Srpska is economically and socially justified. Local Communities, or Republic, which gives consent to the prices in accordance with the law on price control, on the one hand, should allow that natural monopolists, in addition to cover the total cost, create average profit, and, on the other hand, that production of products and services be on level needed, and that price be adjusted to the purchasing power of the population.

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