

# PHILOLOGICAL SCIENCES

## COMPLEMENTARY PRODUCTS & COMPETITIVE ADVANTAGE PROFESSIONAL VOCABULARY RESEARCH

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### Abstract

The goal of the research deals with the study of complementary products & competitive advantages professional vocabulary. The problem is concerned with the systematic organization of the studied vocabulary to consist of several studied corresponding economy divisions. The hypothesis of this experimental research supports the idea of highly organized innovative scientific vocabulary of Greek & Latin origin. The methods used in the research deal with the history, communicative and cognitive analysis of the specialized units, and words combinations. The results of the observations to have done to concern the complementary products economies are interpreted and represented in the publication.

**Keywords:** complementary, product, firm, bundling, competitive, professional, vocabulary, cross-subsidization, to control, specialized, buyers, purchase, many words components.

The suggested paper is sufficiently actual for the recommended vocabulary learning. The hypothesis of the paper discusses such complementary products as computer software & computer hardware. The idea proposes complements like a part of a firm's product line. But the alternative interpretation indicates the problem through complements to be supplied by other industries. That is considered to be an innovative idea of the examined following ideas: the separate parts are united by one and the same subtitle to be called the interrelatedness among industries to raise a firm's competitive subtitle scope. The three important strategies practicing industries are likely to have got complimentary products. So the control over the complementary products to offer a full range of terms is concerned here. The idea consists of the fact that a group of separate complemented products is sold together as a bundle, and the latter is sold only at a single price. Besides there appears such a notion which is called cross subsidization, and that means to send one product at terms to promote deliberately the sale of complimentary products to proclaim the motto "to sell one to sell another". So the firm is to choose the first strategic choice to apply complementary products itself or there is an alternative one to allow to be provided with them. To decide how to compete in the complementary products sphere is the problem to be solved. But there are options to choose. The first option supposes to bundle or sell the complements together, that is to sell them as a package. As for bundling it is available in every industry but sometimes it is neglected. But there is a different approach when products are not sold together. In this case these products can be sold separately, and their prices say about the praising. Such a procedure is represented like a cross subsidization process. The conditions to exercise the control over complements building and the cross subsidization lead the company to competitive adventures together with the practice risks. By the way the firms strategy toward complements is not countable, and it should be changed as its industry is always evolving. The vocabulary of complementary products is really a specialized one, and the lexemes used for ex., like

complements, and complementary products are of very frequent usage. So every lexeme is used only in reference to the marked problem. Complementary products as specialists say about are the very products only when the latter being used together with other complements. So the vocabulary is highly specific and professional because it uses units to denote not only the notions to concern the necessarily linked complementary products but their sales as well [ ]. The complementary products vocabulary growth is affected by markets images, perceived quality & the cost of the products. One problem of the complementary products usually causes other ones, and affects the vocabulary to have increased its growth by such specialized words combinations as independent suppliers, risky distraction, the benefits of controlling complements etc. The section "Controlling Compliments" suggests the idea of competitive advantages. This professional section chooses mono- and many- components lexemes to help gain competitive advantage, for ex., to gain, interrelationships, firm's strategy, industry structure, the advantages stem, the value chains etc to fulfill the above statements by the firms to improve buyer performances. The fact is that well designed software was to improve the performance of a personal computer, and at the same time a toner affects the copy quality of plain paper copiers. And to gain the performance benefit to control compliments also requires bundling. The enhancing differentiation is considered to be one of the main characteristics to control a complement. This moment adds new very actual professional lexemes & their combinations of the type like buyers satisfaction, a race track, enhance differentiation, competitors, to be widespread, beneficial, to improve, overall industry structure, to gain competitive advantage, to improve the perception of value, to affect each other image, perceived quality, mobile home parks, to look shoddy, to be poorly designed, to perceive mobile homes, to be signaling criteria, competitive advantage, to improve perceived differentiation, vis-à-vis other camera manufacturers, to sell cameras and film, to signal value, to be beneficial, industry structure, home industry, the overall image of

mobile homes, all mobile home products, high quality mobile home parks, to benefit the entire industry. This bloc of specialized vocabulary shows a big variety of mono- and many- component units which are mostly specialized but speaking about the lexeme “home” to have been used among highly specialized ones the latter undergoes the process of the term formation under the influence of surrounding vocabulary to become its active specialized unit . The mentioned bloc of words helps firm’s specialists encourage their competitors to join the complementary industry. Discussing the optimal practicing problem the buyers purchase a decision based on the total cost of products and complements but not the cost of the products alone. Such new behavior relations need some new specialized free word combinations like to measure the cost of condominium or automobile condominium, new terms of optimal pricing demand, new means to express such ones: the total monthly payment required, principal & tracing cost, to evaluate the cost of, to maximize profits, the best strategy etc. As for some extra circumstances when the benefits to control a complement for pricing do not require the firm to sell the product and complements as a bundle the specialized vocabulary is replenished by the following specialized word combinations [ ] They are to have a market share, to be compatible to some share, to influence pricing with complimentary industry, to initiate pricing, to be forced to follow..., to lower own parking prices, to force down prices, other parking garages, a leverage point, to influence the development of the complements industry, to allow exercising and leverage. The next point to discuss is concerned with reduce marketing and a selling cost, and the control over complements to lead to economies in marketing as the demands for a product and complements are related. That’s why such units and the corresponding word combinations, and infinitives as advertising, marketing investments, to book demands, to be susceptible, shared marketing or selling etc joined the examined vocabulary as demanded by the specialized vocabulary.

The new position of “shared marketing or selling” demanded new blocs of lexemes to be realized in lowering the cost of marketing complements to help the firm sell game cartridges. So large economies manifested new sell fragments to have used the following lexemes bloc: to boost, to lower the cost, to sell games cartridges, to control complements, an installed base, to spend on marketing, to reach the threshold, to gain a cost advantage, to widespread some control, to overcome the free rider problem, to sell one complement piggyback, the marketing investment, a firm’s decision to control a complement. Sharing other activities means controlling a complement to allow a firm to share other activities. Such blocs of lexemes as the value chain, marketing and sales, a logistical system, to deliver products and complements, to imitate smth by competitors etc can help the process deliver products and complements, to be sold to the same buyers (complements), a competitive advantage, the circumstances to be lead to (a competitive advantage) continue the idea to register these specific units to be embodied in the innovation economy problems. To raise mobility barriers sounds acute in the process of controlling a complement to lead

to some competitive advantages to increase overall entries in case entry barriers into the complementary product to be significant. The economy statement uses the very language; these innovative units correspond to the acute and modern problems of complementary products.

Mobility barriers raising is concerned with the banking and its specialized vocabulary to be part & parcel of the professional complements products vocabulary. This part of the vocabulary is very bright and emotionally colored: a real state developer, to own a bank, to get preferential access to financing, the sustainability of the competitive advantage, to entry into banking, competitive advantage, to be legally prohibited, deregulation etc. The above set of professional units & word combinations includes the infinitives to be suitable to realize the given economy. Because of the fact that the real estate developers are legally prohibited from owning banks it can be changed due to the deregulation. They don’t say that the benefits to control the complements regarded like exclusive ones. In this case the economy authorities say that the food concession not only affects the buyers’ satisfaction with the race, and in this case the studied vocabulary gets a new bloc of the units to interpret the very problem: to set the prices jointly, concession & admission, low admission prices, to raise the number of patrons, to buy high priced hotdogs, control over racetrack & food concession to lead the economies in marketing, the competitive advantages sustainability. These vocabulary units are considered to be really professional in the economy complementary products problem [ ].

To pursue the main goal to concern complementary products vocabulary is confirmed by the fact that an installed base in one product is to lower the cost of marketing complements and help the firm sell game cartridges; the latter is especially concerning an installed base of machines, and large enough economies not to be able to reach its threshold in case firms do not control complements. The reaction of the specialized vocabulary upon the indicated economies events deals with a very huge bloc of mono-and many- component words combinations to have joined it . They are the following: advertising, marketing investments, shared marketing, an installed base, a cost advantage, widespread control, overall industry demand, the control over the racetrack & the ford concession, the competitive advantage barrier, the complementary industry. And now infinitives, infinitive groups, and developed infinitive groups are coming: to benefit the industry, to raise marketing expenditures, to be susceptible, to help overcome the “free rider problem” to lead to economies in marketing, to lead economies in marketing, to enter the complementary good, to control a complement, to achieve the benefits to control a complement (the infinitive group for further actions), to achieve smth through coalitions with other firms. The added specialized word combinations represent different structures, infinitives in the active and passive voice, and many component ones as well as mono ones, infinitives provided with developed direct (and not direct) many component words combinations etc. The illustrations “to come to

coordinate prices or make agreements to pool the marketing budgets but there is a problem to reach the agreement“, and “to use coalitions to achieve the benefits to control complements” manifesting the use of homogeneous infinitives, infinitives for further actions, and the attributive function of the infinitive demonstrates classical examples to use such phenomena to fix the parade of infinitives. So the professional complementary vocabulary unites a bloc of lexemes groups the corresponding notions of which are to meet the demands of the growing complementary economy. They are the joined profits, the first competitor, equity investments, quasi-integration forms and a group of infinitives to include such ones as to reach a stable agreement, to be tempted to fee-ride, to set prices and strategies, to maximize the profits, to overcome the coordinator behavior etc. As for the problems to control complements the economies pay attention to some potential problems. They are the structure attractiveness complementary industry to be low, and its profitability should be significantly lower than the base industry; the position is strengthened by the following lexical units groups: the control of the complement, to improve profitability, to be weighed against the profitability, to favor the tradeoff control of the complement, to involve managerial requirement, all-equipped firm, little competitive advantage, the complimentary industry, a weak competitive position, the lack of skills, a free-standing entity managing, supplying close coordination to be required to achieve smth. The infinitives to require and achieve smth are active to build the corresponding infinitive groups: to achieve a weak position, to acquire a complementary product etc. Discussing the problem of the control over complements and the industry evolution the economies address the value of controlling complements to be well shifted in the press industry evolution.

The complementary vocabulary acquired additional bloc of specified units like uneven quality, an in-house service organization, independent service shops, outside suppliers, complementary industry to be matured, and some infinitive groups to master color set repair techniques, to harvest a firm’s position, to do an adequate job, to differ anything unique (to concern the firm), to bolster the firm’s overall differentiation. This specialized lexeme bloc is concerned with controlling the complements to improve their quality to regard, for ex., color TV or films. The history of the pricing advantages to control complements says about eroding the company to be matured to regard the very complementary industry. Serious consequences are expected by the complementary industry. Under such conditions the industry survives the emerging phase when prices of complements are efficiently higher over the expected ones. The reason is concerned with suppliers to be skimming or inefficient. In reality it can lead to the inefficiency of complimentary suppliers and the under-investment in marketing. Such specific circumstances bring new vocabulary fragments to include a new bloc of infinitive groups as well as specialized many component words combinations. The infinitives and infinitive groups are: to erode, to mature, to be skimming, to be inefficient, to lead to inefficiency, to decline with the

industry maturity, to persist, the benefits to be persisted or increased. Specialized words combinations: the under-invest in the marketing, the advantages of controlling complements, marketing costs, other shared activities, the benefits to be persisted or increased. The added specialized blocs of lexemes to be different over its formation are realized and manifested in the complementary products vocabulary as to be considered precise and sufficient to interpret all the innovations of the advanced economies.

The next statement of the complementary products economy vocabulary is regarded as identifying strategically important complements. The fact is the potential importance of complements has got two effective factors; the first deals with the firm’s competitive position, and the second is proclaimed as the industry structure. It’s evident that a firm awarded of the products to be regarded as complementary ones. Most industries display a recommended list of products to be regarded as complementary ones. Among the potentially numerous complements there are strategically important ones for industries, and they are not much; usually firms display such partial lists to represent such complements. And active complementary lexemes are introduced in the indicated lists. They are: financing, home owner’s insurance, real estate brokerage, furniture, appliances, carpets, nurseries, garden hose etc. This specified vocabulary enrolls the lexemes and words combinations to be complementary to residential home building. Strategically imported complements specific units are the following: a significant impact, each other competitive position, the potential competitive image (advantages to connect buyers), to measure performances collectively, to measure the cost as a group, to underlie joint marketing or sales. The complementary economy is concerned with buyers perceptions. To rank the complements by a firm is based on strong associations of buyers, and houses and financing are commonly associated by buyers while houses and grass seeds are associated through their demand. Such a policy is manifested through the complementary vocabulary. The last gets a new bloc of specialized units: buyer perceptions, the strategic relationship, to rank complements, to gain competitive advantages, to make the association, the sophisticated knowledge, buyer purchasing behavior, potential buyer association, the strategic significance of a complement, competitive advantage, a compliment to be (not) important for a firm to control, material effect related products, to have a meaningful impact, the cost of marketing, to widespread control over complements, a significant complement benefit, the industry structure, a competitive advantage. The bloc of specified units isn’t of homogeneous composition to include infinitives. The next economy division is regarded with selling separable products or services to buyers like a package or a bundle. Bundling founding is pervasive bundling and it says that all buyers are provided with the same package of products and services despite the differences in their needs. The bundling economy vocabulary joins the complementary vocabulary; these units are the following: bundling, a package bundle, bundle computer hardware (software), service support, anti-knock additives, technical services. And one more bloc is added:

separable products and services, services and products to be isolated, to be potentially separable, to be sold separately, age-old industry practices, free parking provided by retailers, to scarify the services provided by..., to differ in the intensity of their need..., bundling to be a suboptimal for smth, bundling not to be desirable, countervailing benefits, to create a competitive advantage, a number of ways to vary in importance, significant risks to be identified.

The economy of competitive advantages of bundling means to share activities in the value chains to provide parts of the bundle. The economist group of the advantages of bundling is provided by a number of professional free word combinations: to provide the bundles optimized, the increased differentiation, bases for differentiation, the high performing interface. Such groups of competitive advantages supply sufficient vocabulary to correspond to the notions displayed in economies: to lower costs, to provide a single package, economies to be arisen from interrelationships, to allow better share activities, the value chain, to supply the parts of bundles, to cost savings, the collective price of the individual parts, economies shared cost to gather smth, a consulting firm, to apply the knowledge at low cost, to provide services in the bundle, the unbundled competitors, to reduce costs, to promote manufacturing economies, to achieve greater economies of scale, a common package to be provided, to increase the productivity of the sales force, the bundle to select, to reduce administrative and selling costs, to simplify transaction costs, to sell a bundle at a lower price, to charge customers, to yield a substantial competitive advantage to a bundled firm, the difficulties to reach the agreement, to preclude a contractual solution. The economy division of the increased differentiation is regarded as a bundling to a firm to differentiate itself as vis-à-vis competitors. Economies say that without bundling a firm should be forced to compete with each special competitor and a convincing bloc of specialized units joins the complementary vocabulary. they are: a bundled firm, an after-sale service, a high performing interface, complementary products, to meet the buyers needs, the interface technology, to achieve or not compatibility. The optimized package performance is referred to the bundled firm economy to be able to optimize the performance of the whole package. That's why the complementary economy language needs its own set of professional accurate and suitable units to present and realize the idea they suggest, to control the design directly, to gather the information externally, to be interdependent, to determine the overall performance. As for one-stop shopping economy division the specialists say about the buyers shopping task bundling simplifying. The vocabulary presented is: a single point of the responsibility, a single place to response, a single place for complaints to be lodged, a single service organization, to be valued by buyers, buyers frustration, devised responsibility, the newly deregulated Bell system, to lower the differentiation.

The subdivision "Enhanced Opportunity for Price Discrimination" is concerned with the bundling to allow a firm to increase total profits and with buyers to have different price sensitivities for the individual parts

of the bundle. It deals with the mixed bundling strategy. So the used vocabulary to interpret the above content is rather precise: selling the parts separately, to increase the total revenue, to offer the full bundle at one price, a mixed bundling strategy, to extract high prices from buyers, the occurred mechanism, to purchase separately, to buy all the parts individually etc. The economists say about the value of bundling to depend upon the distribution of buyers to be needed in industry. They use such sufficient words combinations as to depend upon the distribution, to raise buyers profit, to capture differing price sensitivities. The subdivision "Increased Entry/Mobility Barriers" confirms the statement that bundling may lead to higher entry/mobility barriers using such specialized vocabulary like to raise the barriers, other competitive advantages, to develop capabilities (to concern bundling). As for the mitigated rivalry it can be stable among a group of bundled competitors: bundled and unbundled competitors, to offer the same bundle, the bundle price to recognize the mutual dependence among firms, to offer any bundle part separately. As for the risks of mutual bundling it involves a number of risks to vary depending upon their importance.

The conditions of risks of bundling are determined by potential vulnerability of a bundled firm; the new bloc of the economy vocabulary is increased by profound specific units: to attack by an unbundled competitor, to employ a more focused strategy, to preserve the bundling despite..., the diversity at buyers needs, to employ a more focused strategy, a substantial competitive advantage, to pay for the whole bundle, to vary widely in an industry, to be suboptimal (concerning a bundled strategy), a segment for buyers, a focused competitor, to tailor the particular bundle, after-sale service, to sell only one product, no service included, to achieve enough market share to be viable, to eliminate free meals, free baggage bundling, the traditional airline bundle, to appeal the price-sensitive buyers, off-price retailers, to attack traditional retailers etc. The offered bloc of active professional different units realizes their different compositions but the prevailing ones suggest free many component specialized word combinations. This bloc of the vocabulary units manifests the diversion of buyers needs. Buyers ability to assemble the bundle proclaims a bundled strategy the firm assembles and sells it like a package to the buyers. This vocabulary is considered to be exact and detailed: a vulnerable strategy, financial and administrative capabilities, to assemble the bundle themselves, to purchase the parts of the bundle individually, to purchase some parts from suppliers, to produce smth in-house, specialists ability to provide some parts of the bundle, more favorable terms, to address a bundling strategy like to be vulnerable. The fragment of the vocabulary units is thoroughly chosen: to achieve low cost, to gain a competitive advantage, to tailor the value chain, to produce & sell just one item in the bundle, to avoid costs of coordination or compromise, shared activities, the parts of the bundle to be borne by a hundred competitor, to focus on one part of the bundle, to reap advantages potentially, interrelationships, a specialist electronics com-

pany, a cost advantage in producing smth, an electro-mechanical system vis-à-vis bundled competitor, to provide the entire system, to share value activities, test equipment, other related electronics businesses. Among the specialized blocs of units infinitive groups are rather frequent. The subdivision “Bundling through Coalitions” and “Bundled versus Unbundled Strategies” discusses the balance between the competitive advantages of bundling and its risks to determine the appropriateness of the bundled strategy for a firm. The risks of bundling are proclaimed in the subdivision. The specialized vocabulary is represented by the following professional words combinations: strategic levers, focused competitors, to attack a bundled firm, the risks of bundling to be low and significant, bundled and unbundled strategies, natural adversaries, the balance to be shifted quickly, to be difficult for the bundled and unbundled strategies, to create pressure on the bundled competitor, to attack the parts of the bundle, to fully satisfy the needs of..., a significant group of buyers, a basic product without the ancillary services, another likely avenue of the attack, to be inefficient or overcharging, to attack a bundled firm through unbundling, to gain the market position, to be one of the characteristic ways to gain the position market etc. An unbundler is discussed thoroughly by economists, more buyers are able to construct a particular bundle they desire. So there are blocs of lexemes, and many specialized words combinations to interpret the closer problem: to achieve magnificent market penetration, scale economies, rivalry reduction, building barriers, some motivation, to be eliminated, competitors to be forced to unbundle, the bundled and unbundled to be coexisted in the industry etc., wide differences in buyer needs etc., compelling advantage in bundling. The economists demonstrate the advantages to bundling for some buyers segments, to concern the optimization of system buyer segments through bundling to be critical for some buyers, a bundled strategy to be sustainable for the buyer segments. In the long run the economists inform about the firm’s ability to sell the bundle and so differentiation or price discrimination is the key advantage to bundling. So the subdivision bundling and industry evolution is concerned with the appropriateness of bundling to be changed because an industry evolves and the industry structural change alters advantages of bundling or the risks.

This subdivision demands some additional vocabulary: industry structural change, to alter advantages of bundling, no valid generalization possible, to become more or less attractive, many patterns to be observed in practice, a tendency towards unbundling, standardized insurance packages, to be replaced by the separate sale of service, loss prevention counseling to purchase broad coverage, specialized services, video systems, audio systems, unbundled trends, building control systems, gasoline advantages, industry evolution etc. The buyer ability to assemble the bundle increases; this is announced by the economists suggesting the following vocabulary to present the idea to assemble the bundle themselves and others: buyers leaning over time, to gain the experts to ensure the compatibility, less reassurance from a single source of responsibility, the need

to control the entire package, to optimize the system performance, entry barriers, to simplify the buyer’s task, to assemble the bundles in-house, qualified suppliers, to trigger the unbundling process etc. Specialized vocabulary displays a set of different professional lexemes, many component free words combinations, and infinitive groups.

The subdivision “Needs for Various Parts of the Bundle are Reduced/Changed” realizes some peculiarities of its professional vocabulary [ ].

The industry maturity has got the tendency to reduce the need of many buyers for service. It is concerned with the product quality to be erratic when the perceived risk of the purchase is high. This professional vocabulary manifests the following professional words combinations: the products to be improved, to seek the security, a bundled competitor, to get the industry off the ground, electronic fuel injection systems, to move in-house, new buyers to be attracted, to increase the diversity of buyers needed to become appropriate, to be set for an unbundled competitor to enter. This bloc of the vocabulary lexemes helps organize the above mentioned subdivision according to the programmed planning. Industry size offsets bundling scale economies proclaim the fact that as the industry emerges to maturity, the increase in industry size made it possible to variably provide only parts of the bundle, growth in demand overcomes manufacturing scale thresholds as well as fixed selling costs. The above problem demands some special blocs of lexical units and many component words combinations like a special case, the emergence of a new segment, a focus strategy, increasing buyer price sensitivity, to lead buyer to press for cost savings, to purchase parts of the bundle, to provide the impetus for unbundling, (no)specialist competitors emerge, specialist competitors to be attracted, to attract competitors, bundled films, to get into industry, a bundled strategy, to involve overcoming higher entry barriers, new entrants, to gravitate toward unbundled strategies, the tendency for unbundling to occur, to tend to be accentuated, powerful capable buyers, the technological strength, to develop in-house capability, to assemble the bundle themselves, the bargaining leverage to force suppliers to unbundle. A set of a new bloc of the specialized vocabulary fixes the variety of the structures used. Many components words combinations and infinitive groups are the following: the leading automobile firms, to purchase/entire systems, brake systems, fuel injection systems, to brake systems into parts, to pattern to be at work, to gain incremented sales, to break down the bundle, to be the first to break down the break (the specialized infinitive group to be accompanied by the infinitive of the further action), to turn to lead unbundling (two infinitives of the further action), the desire to neutralize a competitive disadvantage (the infinitive in the right attributive function), to change the competitive rules in order to lower mobility barriers (the infinitive group accompanied with the infinitive group of the further action), to be forced to a purchase, the entire bundle to gain access to... (the infinitive in the attributive function).

Such specialized lexical many component words components like supplanting unbundled strategies,

Lynch' cash management account, other financial services, and words combinations provided with prepositions, for ex., bundles of previously separate services, developments in the information system technology, the comparative advantages of bundling, a segment-by-segment basis. Many component words combinations are widely included by complementary economists, for ex., home care services & specialized emergency room or firms. Strategic implications of bundling means that the analysis of bundling realizes strategic implications. They discuss the moment of the constant tension between bundled and unbundled strategies. The tension requires the reexamination. Such peculiarity demands special vocabulary of the type: to outweigh the risks, a powerful source of competitive advantage, the buyer's ultimate need, to integrate products into a system, the industry to be transformed by a bundled competitor, sophisticated analyses of buyers, to be a prerequisite to effective choices to bundle & unbundle, to avoid unconscious bundling, to have de facto bundled strategies, to be vulnerable etc. The economists use some specific vocabulary to avoid unconscious bundling: a bundled firm, a focused competitor, a failure to distinguish among the potentially separable products or services, to represent opportunities for an industry restructuring, to create vulnerabilities. These specialized words combinations help fulfill and solve the problem of bundled competitors to represent opportunities for an industry restructuring: unbundled competitors to exploit to be unconscious, the industry to be evolved structurally, to be potential entry targets, bundling to be unconscious. The subdivision "cross subsidization" manifests the information to deal with the offered products to be complementary or they are purchased at the same time, and that means to deliberately sell one product at a low profit or even a loss to sell more profitable items. That leads to the usage of the following specialized lexemes and corresponding many component words combinations and specialized infinitive groups: loss leaderships (manifests describing the application of this concept in retailing): products to be priced at or below cost, to attract bargain-conscious buyers to the store, to purchase more profitable merchandise, loss leader pricing, to establish a low price image, the same pricing principle at work, the razor and blade strategy, the razor to be sold to promote future sales of profitable replacement blades, amateur cameras, aircraft engines, the complementary goods, to be a (non)consumable item, software cartridges with video games, replacement parts, a (non)consumable product (used with the item), aircraft engine parts, elevator maintenance & repair (this is interpreted like "service"), a trade-up (a variation of cross-subsidization) etc. A set of active lexemes & their combinations can be prolonged by the following ones: to be sold at low prices in the hopes to purchase more profitable items, in the line as trade-up occurs, the strategy to be employed. The subdivision of conditions favoring cross subsidization is concerned with the motivation for the above phenomenon; it deals with the increase of total profit by selling larger quantities of profitable goods. The availability of concrete conditions to interpret the logic of this strategy is supported

by a new bloc of the specialized vocabulary: the sufficient price sensibility in the base good, to be sufficiently sensitive to price, to result in, more than a compensating increase in profit, the induced sells, the profitable good. This new part of the specialized vocabulary fixes the special blocs to correspond to the innovation problem. The sufficient price insensitivities in the profitable good is the further realization of the economy complementary products problems. It can be illustrated by some lexical units usage: the profitable good demand, to be (not)very sensitive to price, to raise price, to lower volume, to be the case profits lost in disadvantage, to recoup through profits on profitable goods, insensitivity of demand to price the threat of substitution for smth. The strong connection between the profitable and base good is characterized by fundamental specific lexemes units as: the sale of profitable goods, to be tied to the sale of the base good, (not) to cherry-pick by purchasing, low priced base good, the connection not to be binding, to be strong enough to..., to be sufficient to justify discounting, the base good, to vary from industry to industry in retailing, the connection to be created by shopping costs, to lead buyers to purchase goods in trade up, brand loyalty, switching costs, a razor and blade strategy, to cause the buyer to purchase smth from smth, perceived or actual compatibility, to connect the goods (in film spare parts), to be qualified to provide smth (parts, maintenance, repair etc), to depend on the possibility of smth for smth, to be refurbished, equipment sales & parts sales. As for barriers to entry into profitable good the subdivision of the complementary economy gives a new set of lexical specific units like to enter the profitable good, to be strongly tied, barriers to copying spare parts, the logic of the razor etc. Risks of cross subsidization has got the tendency to arise from failure to meet one condition to deal with the connection between the base good and profitable good not to be sufficiently strong; this factor demands the following specific units: to find smth selling, low-priced base good, not the profitable good, to be purchased by the buyer from competitors, a number of ways, buyer cherry picking, to purchase the base good, (not) to be cross subsidizing, substitutes for the profitable goods, to be eliminated or reduced, to be compromised, to increase the life of consumable items, buyer vertical integration, to integrate to produce the profitable good, to be performed in-house, to fabricate or refurbish some own spare parts, special (focused) competitors, to sell the profitable good at lower prices, independent service companies. The list of specialist word combinations is to be continued: a number of industries, to specialize in servicing, a particular brand of equipment, to copy spare parts, to target an industry leader to perform relatively simple types of service, to copy the most frequently replaced parts, the equipment manufacturers margins on parts and services, exotic repairs, low volume parts. The fact is the suggested list of professional specialized vocabulary added different types lexemes, and they are many component words combinations, specialized infinitive groups and infinitives provided with different functions etc. These vocabulary units help interpret the ideas suggested by complementary economists. The blocs of specialized

lexicon is quite active and effective to promote to realize the complementary innovation economists decisions. The list of this vocabulary bloc is being continued: unlicensed parts suppliers, marine diesel engine, a specialist competitor, the base good and profitable good, the barriers to entry into the profitable good. The above bloc of units is concerned with specialists (focused) competitors. But the industry matures and correspondingly the appropriateness of cross subsidization often changes: to become less appropriate over time, to become less attractive. The complementary economists deny the fact that the strength of the connection between the base good and profitable goods falls: to become knowledgeable and price sensitive to purchase the profitable good (for the same firm), to sell the base good, the perceived need, the tie between the goods to be weakened, to boost sales, compatible imitations, the profitable good to become available. The complementary economists develop the idea of the barriers to entry into the profitable good fall. They proclaim the fact to concern the tendencies of falling differentiation, and an available technology has got the tendency to reduce barriers to entry into the profitable good. Special attention is paid to the corresponding specialized lexemes: substitution possibilities, profitable good increase, substitutes to be discovered for the profitable good, the industry to be matured, the new technology for parts refurbishing, methods to conserve consumables to be discovered, artificial machines, substitution possibilities, profitable good increase concerning the complementary economy. Cross subsidization can be regarded as a way to improve performance in case all the necessary conditions are hold, to practice the strategy successfully, the conditions to be fleeting, to require active efforts to sustain, the cross subsidization to be intended rather than not unintended, strategic implications to flow from cross subsidization, to create barriers to entry into the profitable good, conditions to be fleeting, to support cross subsidization, to require active efforts, a firm to create or enhance barriers to entry into profitable goods, to protect proprietary servicing procedures, parts fabrication technologies, consumable suppliers against imitators aggressive patenting, to use, different models to purchase profitable goods, the supplier of the base good, to squander the advantages. The list of these vocabulary units promotes to understand the subdivision "Create Barriers to Entry into the Profitable Good". It becomes clear to realize this branch of economy: to protect firm's profitable goods, consumables to be a major contributor to profitability. The demonstrated bloc of the vocabulary isn't homogenous over its composition: infinitives are used as right attributes, and doubled infinitives are used to realize the function of further actions to represent the situation when for ex. a firm seems to be at the moment very vivid and natural. This subdivision is concerned with firms, conditions of their flourishing, profitable goods, the advantages the firms to face etc. The subdivision of the complementary economy called "Strengthen the Connection between the Base Good and Profitable" is indeed regarded like the connection between the base good and profitable goods to define a firm's ability to cross-subsidizing. It deals with designs to increase the competitor difficulty

to achieve a compatible interface. Such tactics uses thoroughly chosen lexemes to disclose the suggested ideas: tactics of advertising to consumers, to attempt to more closely tie the sales of machines, to be prepared to modify cross-subsidization, the industry to be evolved, the supporting conditions to be changed, gradually equalized overtime, to benefit from devising more complex pricing schemes. These specific words combinations disclose the innovation economy complementary problems and events. The economists avoid the tendency to provide an umbrella to encourage the entry by competitors into the profitable good. Complementary economy encourages the entry into base good to boost sales of the profitable good by the following specialized lexical units like to be proprietary, to boost sales, tactics like licensing, to avoid unintended cross-subsidization, a failure to understand costs to differ, strategic costs analysis, to be essential to effective cross-subsidization, an invitation to cherry-picking by competitors, to attract new entrants. Economists discuss the problems to proclaim the uncertainty in one way or another. The uncertainty notion doesn't coincide with competitive strategy formulation as strategies are to be based on some assumptions of the past to be repeated. Sometimes they rely on implicit forecasts to be biased: all the potential uncertainties are: to face the industry, to fall to consider smth, to underestimate the liability, to alter the industry structure, firm's competitive advantage, to construct contingency plans, the strategic planning process, an attempt to test strategies, contingency planning, to be rare in practice etc. Contingency plans constructing by some firms are represented like a strategic planning process to test strategies against major sources of uncertainty. Such a planning demands some special vocabulary to correspond the innovation problems: contingency plans, a strategic planning process, major sources, test strategies, key uncertainties, the inflation rate, the price of oil, to examine alternative future industry structures, to compel managers, to consider the implications, to face considerable uncertainty, to select strategies, to preserve flexibility, to require resources, diminished competitive position. Infinitive groups and many components words combinations are demonstrated by the vocabulary. Complementary economies regard scenarios as a planning tool. This subdivision uses lexemes to interpret the notion of the corresponding, for ex. scenarios. The list of this vocabulary is manifested by the following lexeme units: the perceived need, to address uncertainly the explication in planning, to use scenarios as tools, to understand the strategic implications of the uncertainty, an internally consistent view, to construct industry scenarios, to explore consequences of uncertainty, to become significant, to magnify certain forms of smth. This list represents the availability of infinitive groups and many component words combinations to represent different parts of speech. The used left attributes are planning, perceived, certain, multiple, diminished, competitive etc. The used attributes display participles 1 and 2, pronouns, adjectives and so on. The infinitive groups are manifested by emotionally colored verbs to emphasize, to reflect, to concentrate on smth, to recognize (...rec-

ognized as a pioneer), to develop, to diversify, to impact etc. The infinitive groups examples are the following: to develop at a corporate level, to impact many business units, to reflect the fact, to concentrate on cheating, to require the analysis, to encounter skepticism, to become integral to strategic planning.

The industry scenarios subdivision of the complementary economy is characterized by the following vocabulary. There is the explanation to concern the industry scenarios. The infinitives used are to be (a powerful device), to allow (a firm), to term (such scenarios), to focus, to include, to describe, to construct, to guide (the choice), to begin (by describing), to identify, to face (an industry), to translate etc. The attributes used are particular (industry), macroeconomic, technological, explicit, competitor (behavior), industry (scenario), competitive, meaningful, ongoing, strategic, planning (process). The passive voice is preferred in this subdivision: to be examined, to be placed, to be acquired, to be understood, to be brought, to be preferred to, to be chosen, to be constrained, to be sold. The infinitives used by complementary economists are to identify, to avoid, to determine, to recognize, to change, to begin, to list, to identify, to avoid, to include, to shed, to proceed, to shift, to constitute, to fit, to construct, to reflect, to postpone, to influence, to affect, to design etc. That is the detailed picture of the cotemporary specialized and professional economy language.

### Conclusions

Identifying strategically important complements (two effective factors) the first of which deals with the firm's competitive position, and the second is proclaimed as the industry structure it represents a recommended list of active complimentary specific lexemes and infinitives as well as infinitives specialized groups. And so the complimentary vocabulary is sufficiently increased to have got a good portion of buyers perceptions to be of homogeneous composition. As for selling economy division it's regarded with separate products and buyers to concern packages as the bundles. The bundling economy vocabulary joins the complementary vocabulary to be represented by a huge bloc of professionals units to have included many components lexemes accompanied by infinitives in the attributive right position function as well as classical infinitive groups.

The economy group of the advantages of bundling is also provided by a number of professional word combinations to have been included into infinitive groups over the formula: InfNPart2. The subdivision "Enhanced Opportunity for Price Discrimination" is concerned with the building to allow a firm to increase total profits etc. The mixed bundling strategy is represented. The new vocabulary stratum is rather precise to regard different price sensitives for the individual parts of the bundle. The conditions of bundling risks are also concerned in the complementary vocabulary to determine the potential vulnerability of a bundled firm. The additional bloc of the economy vocabulary is very much profound and convincing through specialized free word combinations together with infinitive groups of different composition.

The subdivisions "Bundling through Coalitions" and "Bundled versus Unbundled strategies" discuss the

balance between the compatible advantages of bundling the stratum, and its risks to prove the bundled theory. The risks through the stratum appears here to interpret the closer problem by many component professional word combinations, and a number of infinitives, and infinitive groups to proclaim different functions. The subdivision "Needs for Various Parts of the Bundle are Reduced/Changed" adds some peculiarities to is professional vocabulary; it helps organize this subdivision according to the programmed planning. As for "Cross Subsidization" subdivision it deals with the different suggested products. The subdivision "Create Barriers to Entry into the Profitable Good" is characterized by the usage of right attribute infinitives, and doubled infinitives to have realized functions of further actions. The "Strengthen the Connection between the Base Good and Profitable" subdivision deals with achieving a compatible interface to be manifested by very thoroughly chosen lexemes to disclose the suggested ideas: there is a lot of passive infinitives in the position of the right attribute; doubled infinitives groups are used too; left attributes are used to fix Participle 1 and 2 functions. The infinitives are manifested through the verbs of the Latin origin to strengthen their deep learning (to emphasize, to concentrate etc). "The industry Scenarios" subdivision is full of infinitives groups also, and the attributes used are also of the Latin origin. The infinitives are used preferentially in the Passive voice.

So the analyzed specialized language represents a systematic formation to fix concrete vocabulary & grammar favorite constructions to correspond to the economy science. The specialized language skylights the most essential & fundamental problems to be risen by this economy branch.

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## SOME MORPHOLOGICAL ISSUES OF THE KARAKALPAK LANGUAGE

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## ТҮРКІЙ ТИЛЛЕРИ МОРФОЛОГИЯСЫНЫҢ АЙЫРЫМ МӘСЕЛЭЛЕРИ

(Қарақалпақ тили мысалында)

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### Abstract

Recently, in Turkology, there has been a study of the linguistic structure of the Turkic languages from an analytical point of view. In many studies in Turkic studies, new modern scientific methodologies were formed for the study of the grammatical structure of the language. However, these ideas were not covered in the grammars of many Turkic languages. Until now, you can find many controversial, often unjustified descriptions of grammatical phenomena in the morphological system of the language. And also, some issues of the Turkic languages that are considered solved, also require deep and comprehensive research. The paradigmatic series of some morphological categories of the Turkic languages have not been fully studied. The morphological structure of each language differs in characteristic features from other languages.

### Аннотация

Соңғы жылларда тюркология илими лингвистикалық изертлеулердің терең теориялық базасына ийе екенлиги, жаңа бағдарларға бет бұрылып атырғанлығы, машқалаларды хәзирги заманға сай шешіўге умтылыўшылығы менен көзге тасланады. Сонылықтан қарақалпақ тили бойынша изертлеулерде улыўма тюркологиялық соңғы изертлеулердің нәтийжелерин тийкар етип алып улыўмаластырыўшы изертлеулер