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## **BUSINESS MODELS USED BY MODERN MARKETPLACES**

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**Abstract.** Marketplaces have existed for a long time, but in the last couple of years they have become especially popular. The reason for this was the information technology development, the accelerating society pace and, of course, the global pandemic and quarantine restrictions over the past three years. The entrepreneurs use marketplaces as a means of communication with customers, that can be considered as a business model, and therefore it is important to understand the marketplace features as a tool for creating value for customers. From the point of theory, marketplaces are studied as electronic platforms, as electronic systems and as a business model in this article; the universality of the latest approach is revealed, and the electronic trading platforms' operation methods are determined. Four marketplaces' business models have been identified: commission, subscription model, model with a fee for placement and mixed. A characteristic is given for each model, its advantages, disadvantages, a way to attract customers are analyzed, marketplaces' examples are given. The largest marketplaces in Russia were identified, their analysis was carried out in terms of the number of entrepreneurs, sales volume, average customer check, active audience and the business model.

**Keywords:** marketplace; business model; value proposition; commission model; subscription model; accommodation fee; mixed model.

**JEL codes:** M21; P33.

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