

Title: The modernity of Labor Value Theory in Contemporary Capitalism of the New Economy

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Abstract

The New Economy is usually not well defined. We will try first to precise the new elements it carry to the analyse of labor value theory. It concerns not all commodities but some of them: the informationnal marchandise, and the electronic trade. For these, we'll try to show the particular tendency of New Economy to disconnect the market price to the unit and average value. It will be explained by the component of its cost which include only fix cost. In this situation, the unit and average value can't be known at advance, while the marchandise must be sold at a certain level of price determined by psycho-logical factors. The increase of produced quantity or its insufficiency must lead in these two cases to the disconnexion between value and price. But it is just a tendency, specially a dialectical tendency. It means that the disconnexion must also produces the contrary effects able to operate the convergence to the price toward the value. The main necessary economics factors to push the price into the value are: the competition, the nature of demand, and the negative differential surplus-value. An exemple will be proposed: the comparativ analysis of the web's strategy adopted by the californian dot.com Webvan and the english retail chain Tesco.

In our conclusion, we will try to show how the proof can be held that a modern theory of labor value, based on the distinction between value and price and between value and distribution, keeps all its modernity on the age of the New Economy's modernity.