

Tárgytematika

Price and Market Theory

NGM_AK108_1

Tárgyfelelős neve: Kovács Norbert

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Beszámolási forma: Vizsga

Tárgy heti óraszám: 4/0/0

Tárgy féléves óraszám: 0/0/0

OKTATÁS CÉLJA

Az ár - és piacelmélet a modern közgazdaságtan egyik, talán legdinamikusabban fejlődő területe. A tárgy célja azon analitikus gondolkodásmód és elemzési eszköztár alapjainak lerakása, mely a valóságos üzleti élet jelenségeit kívánja kezelni, összekötő kapcsolatot képezve az elméleti mikroökonómia és az üzleti tudományok között.

TANTÁRGY TARTALMA

Week	Topic
1	Introduction and Theoretical Background I. – Aim and methodology of Price Theory. Competition Policy: History, Objectives, and the Law;
2	Introduction and Theoretical Background II.– Pure market structures: monopoly, monopsony, perfect competition, perfect duopoly, measuring market structure and market power, concentration and profitability
3	Non-perfect Models: - cost functions of multiproduct companies, - dominant firm-competitive fringe model; - introduction to price discrimination;
4.	Price Discrimination and Monopoly: - linear pricing: third degree price discrimination or group pricing; - non-linear pricing: first and second degree price discrimination - social welfare and price discrimination
5.	Commodity Bundling and Tie-in Sales - Stigler model - Adams and Yellen model
6.	Product Variety and Quality Under Monopoly - a spatial approach to horizontal product differentiation
7.	Bertrand in a Spatial Setting Stackelberg in a Spatial Setting – sequential price competition
8.	Anticompetitive Strategies I. – Capacity expansion as a credible entry-detering commitment /Dixit-model/
9.	Anticompetitive Strategies II. –Predation and imperfect information /Bolton-Scharfstein modell, Milgrom-Roberts modell/
10.	Anticompetitive Strategies III. – Predation and long-term exclusive contracts /Aghion-Bolton, Rasmussen-Rasmussen-Wiley/

11.	Price fixing and repeated games: -finitely repeated games -infinitely or indefinitely repeated games
12	Advertising and Competition I. – The monopoly firm's profit-maximizing level of advertising
13	Advertising and Competition II. – Advertising and information in product-differentiated markets
14	Advertising and Competition III. – Advertising, brand name, competition

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE

Szóbeli vizsga.

KÖTELEZŐ IRODALOM

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