

Tárgytematika

Price and Market Theory

NGM_AK108_1

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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 if 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

<p>3.</p>	<p>Non-perfect Models: - cost functions of multiproduct companies, - dominant firm-competitive fringe model; - introduction to price discrimination;</p>
<p>4.</p>	<p>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</p>
<p>5.</p>	<p>Commodity Bundling and Tie-in Sales - Stiegler model - Adams and Yellen model</p>

<p>6.</p>	<p>Product Variety and Quality Under Monopoly - a spatial approach to horizontal product differentiation</p>
<p>7.</p>	<p>Bertrand in a Spatial Setting Stackelberg in a Spatial Setting – sequential price competition</p>
<p>8.</p>	<p>Anticompetitive Strategies I. – Capacity expansion as a credible entry-detering commitment /Dixit-model/</p>
<p>9.</p>	<p>Anticompetitive Strategies II. – Predation and imperfect information /Bolton-Scharfstein modell, Milgrom-Roberts modell/ </p>
<p>10.</p>	<p>Anticompetitive Strategies III. – Predation and long-term exclusive contracts /Aghion-Bolton, Rasmussen-Rasmayer-Wiley/ </p>

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

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE

Szóbeli vizsga.

KÖTELEZŐ IRODALOM

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