

Determining Prices in the Information Technology Age:

How Can „Just Prices“
Be Achieved for Good?

Daniela Gruber

Seminar Paper, SS22

TABLE OF CONTENT

1. INTRODUCTION

- 1.1. Abstract
- 1.2. Goals

2. HISTORY OF PRICING

- 2.1. Development from ancient to modern times
- 2.2. Development in times of digitalization

3. PRICING Theories

- 3.1. Cost-based
- 3.2. Value-based
- 3.3. Arbitrary

4. CASE STUDIES

- 4.1. APPLE
- 4.2. TESLA
- 4.3. MODERN BANKING
- 4.4. ...

5. DISTINCTION between

Arbitrary Pricing and Just Pricing
*Transparency, Fairness, Prohibition,
Restricted Usage*

6. CONCLUSIO

7. INDEX

