

Price Theory in the Digital Age: Value- Based vs. Cost- Based vs. Arbitrary- Based Prices, Justifications, Discussions




Seminar aus BIS

1

4117 SBWL Kurs V – ao.Univ.Prof Dr. Rony G. Flatscher

Alexandra Maria Rusu (h12107733)

Table of Contents

- 1. Introduction 
- 2. Pricing policy 
 - 2.1. Definition and relevance of pricing policy
 - 2.1.1. Prime Costs
 - 2.2.2. Demand
 - 2.2.3. Competitive prices
 - 2.2.4. Price of other products of the same product line
 - 2.2.5. Customer benefit
- 3. Value-based pricing 
 - 3.1. Definition and basic principles
 - 3.2. Examples from the digital economy
 - 3.3. Advantages and disadvantages
 - 3.4. Discussion on applicability and effectiveness

2

Table of Contents

- 4.Arbitrary- Based Pricing
 - 4.1. Definition and Basic Principles
 - 4.2. Examples from the Digital Economy
 - 4.3. Advantages and Disadvantages
 - 4.4. Discussio on Applicability and Efectiveness
- 5.Ethics and Justification
 - 5.1. Impact on consumers and markets
 - 5.2. Placeholder
- 6.Outlook on Future Developments
- 7.Conclusion
- 8.List of References
- 9.Appendix

3

