ANALYSESCHEMA INDUSTRIEÖKONOMIK

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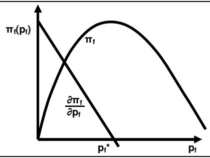
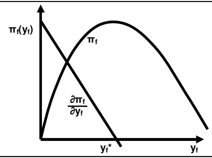
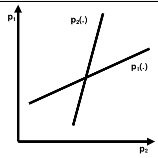
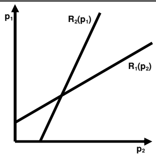
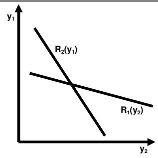
		Analyseansatz **für f = 1**	**Bertrand-Preiswettbewerb**		**Cournot-Mengenwettbewerb**	
			Horizontale Differenzierung	**Vertikale Differenzierung**	**Horizontale Differenzierung**	**Vertikale Differenzierung**
		Gewinnfunktion	$\pi_f = (p_f - c_f)\cdot D_f(.)$ mit $D_f(p_1^*, p_2, V_1, V_2)$ für f = 1		$\pi_f = [P_f(.) - c_f]\cdot y_f$ mit $P_f(y_1^*, y_2, V_1, V_2)$ für f = 1	
		Optimalitätsbedingung	$\frac{\partial \pi_f}{\partial p_f} = D_f(.) + \frac{\partial D_f(.)}{\partial p_f}(p_f - c_f) = 0$		$\frac{\partial \pi_f}{\partial y_f} = [P_f(.) - c_f] + \frac{\partial P_f(.)}{\partial y_f}\cdot y_f = 0$	
		Grafische Darstellung von Gewinnfunktion und ihrer Ableitung nach der Strategievariable				
1	Nachfrageeffekte	a) Effekt auf Nachfragefunktion $D_1(p_1, p_2, V_1, V_2)$	$\frac{\partial D_1}{\partial p_1} < 0$ $\frac{\partial D_1}{\partial p_2} > 0$ (Annahme: $\left\lvert\frac{\partial D_1}{\partial p_1}\right\rvert > \frac{\partial D_1}{\partial p_2}$) $\frac{\partial D_1}{\partial V_1} = ?$ $\frac{\partial D_1}{\partial V_2} > 0$, wenn $V_2 > V_1$ $\frac{\partial D_1}{\partial V_2} < 0$, wenn $V_2 < V_1$	$\frac{\partial D_1}{\partial V_1} > 0$ $\frac{\partial D_1}{\partial V_2} < 0$	Diese Zelle bleibt frei.	
		b) Effekt auf Preissensibilität $\frac{\partial D_1(p_1, p_2, V_1, V_2)}{\partial p_f}$	$\frac{\partial^2 D_1}{\partial p_1^2} = ?$ $\frac{\partial^2 D_1}{\partial p_1 \partial p_2} = ?$ Nicht zwingend: $\frac{\partial^2 D_1}{\partial p_1 \partial V_1} > 0$ wenn $V_1 < V_2$ bzw. $\frac{\partial^2 D_1}{\partial p_1 \partial V_1} < 0$ wenn $V_1 > V_2$ Nicht zwingend: $\frac{\partial^2 D_1}{\partial p_1 \partial V_2} > 0$ wenn $V_2 < V_1$ bzw. $\frac{\partial^2 D_1}{\partial p_1 \partial V_2} < 0$ wenn $V_2 > V_1$			
	Preiseffekte	a) Effekt auf Hilfsfunktion $p_1(p_2, y_1, V_1, V_2)$	Diese Zelle bleibt frei.		$1 > \frac{\partial p_1}{\partial p_2} > 0$ (wegen Annahme: $\left\lvert\frac{\partial D_1}{\partial p_1}\right\rvert > \frac{\partial D_1}{\partial p_2}$) $\frac{\partial p_1}{\partial y_1} < 0$ $\frac{\partial p_1}{\partial V_1} > 0$ wenn $\frac{\partial D_1}{\partial V_1} > 0$ bzw. $\frac{\partial p_1}{\partial V_1} < 0$ wenn $\frac{\partial D_1}{\partial V_1} < 0$ $\frac{\partial p_1}{\partial V_2} > 0$ wenn $\frac{\partial D_1}{\partial V_2} > 0$ bzw. $\frac{\partial p_1}{\partial V_1} < 0$ wenn $\frac{\partial D_1}{\partial V_2} < 0$	
		b) Effekt auf inverse Nachfragefunktion $P_1(y_1, y_2, V_1, V_2)$			$\frac{\partial P_1}{\partial y_1} < 0$ $\frac{\partial P_1}{\partial y_2} < 0$ (Annahme: $\frac{\partial P_1}{\partial y_1} < \frac{\partial P_1}{\partial y_2}$ „Eigenmengeneffekt“ stärker negativ) $\frac{\partial P_1}{\partial V_1} > 0$ u. $\frac{\partial P_2}{\partial V_1} > 0$ falls $\frac{\partial D_1}{\partial V_1} > 0$ u. $\frac{\partial D_2}{\partial V_1} > 0$ $\frac{\partial P_1}{\partial V_1} < 0$ u. $\frac{\partial P_2}{\partial V_1} < 0$ falls $\frac{\partial D_1}{\partial V_1} < 0$ u. $\frac{\partial D_2}{\partial V_1} < 0$ in beiden anderen Fällen unbestimmt	$\frac{\partial P_1}{\partial V_1} = ?$ $\frac{\partial P_1}{\partial V_2} = ?$
		c) Effekt auf Preissensibilität $\frac{\partial P_1(y_1, y_2, V_1, V_2)}{\partial y_f}$			$\frac{\partial^2 P_1}{\partial y_1^2} = ?$ $\frac{\partial^2 P_1}{\partial y_1 \partial p_2} = ?$ $\frac{\partial^2 P_1}{\partial y_1 \partial V_1} = ?$ $\frac{\partial^2 P_1}{\partial y_1 \partial V_2} = ?$	
2	Reaktionsfunktion	a) Nachfrageinduzierter Effekt auf Reaktionsfunktion $R_1(p_2, V_1, V_2)$ (Preiswettbewerb) bzw. $R_1(y_2, V_1, V_2)$ (Mengenwettbewerb)	$1 > \frac{\partial R_1}{\partial p_2} > 0$ $\frac{\partial R_1}{\partial V_1} = ?$ $\frac{\partial R_1}{\partial V_2} < 0$, wenn $V_2 < V_1$ $\frac{\partial R_1}{\partial V_2} > 0$, wenn $V_2 > V_1$	$\frac{\partial R_1}{\partial V_1} > 0$ $\frac{\partial R_1}{\partial V_2} < 0$	$-1 < \frac{\partial R_1}{\partial y_2} < 0$ $\frac{\partial R_1}{\partial V_1} = ?$ $\frac{\partial R_1}{\partial V_2} = ?$	
		alternativ (je nach Aufgabe) b) Kosteninduzierte Änderungen	$\frac{\partial R_1}{\partial c_1} > 0$ $\frac{\partial R_1}{\partial c_2} > 0$		$\frac{\partial R_1}{\partial c_1} < 0$ $\frac{\partial R_1}{\partial c_2} > 0$	
3	Gleichgewicht	Effekt auf Gleichgewichtsmengen $y_1^* = D_1[p_1^*(p_2, V_1, V_2), p_2^*(p_1, V_1, V_2), V_1, V_2]$ (Preiswettbewerb) bzw. Gleichgewichtspreise $p_1^* = P_1[y_1^*(y_2, V_1, V_2), y_2^*(y_1, V_1, V_2), V_1, V_2]$ (Mengenwettbewerb)	$\frac{\partial y_1^*}{\partial p_2} = \frac{\partial D_1}{\partial p_1}\cdot\frac{\partial p_1^*}{\partial p_2} + \frac{\partial D_1}{\partial p_2} = ?$ $\frac{\partial y_1^*}{\partial V_1} = \frac{\partial D_1}{\partial p_1}\cdot\frac{\partial p_1^*}{\partial V_1} + \frac{\partial D_1}{\partial p_2}\cdot\frac{\partial p_2^*}{\partial V_1} + \frac{\partial D_1}{\partial V_1} = ?$ $\frac{\partial y_1^*}{\partial V_2} = \frac{\partial D_1}{\partial p_1}\cdot\frac{\partial p_1^*}{\partial V_2} + \frac{\partial D_1}{\partial p_2}\cdot\frac{\partial p_2^*}{\partial V_2} + \frac{\partial D_1}{\partial V_2} = ?$		$\frac{\partial p_1^*}{\partial y_2} = \frac{\partial P_1}{\partial y_1}\cdot\frac{\partial y_1^*}{\partial y_2} + \frac{\partial D_1}{\partial y_2} = ?$ $\frac{\partial p_1^*}{\partial V_1} = \frac{\partial P_1}{\partial y_1}\cdot\frac{\partial y_1^*}{\partial V_1} + \frac{\partial P_1}{\partial y_2}\cdot\frac{\partial y_2^*}{\partial V_1} + \frac{\partial P_1}{\partial V_1} = ?$ $\frac{\partial p_1^*}{\partial V_2} = \frac{\partial P_1}{\partial y_1}\cdot\frac{\partial y_1^*}{\partial V_2} + \frac{\partial P_1}{\partial y_2}\cdot\frac{\partial y_2^*}{\partial V_2} + \frac{\partial P_1}{\partial V_2} = ?$	
4	Gewinn	Effekt auf Gewinnfunktion $\pi_1^* = [p_1^*(p_2, V_1, V_2) - c_1]$ $\cdot D_1[p_1^*(p_2, V_1, V_2), p_2^*(p_1, V_1, V_2), V_1, V_2]$ (Preiswettbewerb) bzw. $\pi_1^* = [P_1[y_1^*(y_2, V_1, V_2), y_2^*(y_1, V_1, V_2), V_1, V_2] - c_1]$ $\cdot y_1^*(y_2, V_1, V_2)$ (Mengenwettbewerb)	$\frac{\partial \pi_1^*}{\partial p_2} = [p_1^*(.) - c_1]\cdot\frac{\partial D_1}{\partial p_2} > 0$ $\frac{\partial \pi_1^*}{\partial V_1} = [p_1^*(.) - c_1]\cdot\left(\frac{\partial D_1}{\partial p_2}\cdot\frac{\partial p_2^*}{\partial V_1} + \frac{\partial D_1}{\partial V_1}\right) = ?$ $\frac{\partial \pi_1^*}{\partial V_2} = [p_1^*(.) - c_1]\cdot\left(\frac{\partial D_1}{\partial p_2}\cdot\frac{\partial p_2^*}{\partial V_2} + \frac{\partial D_1}{\partial V_2}\right) = ?$	$\frac{\partial \pi_1^*}{\partial V_1} > 0$ $\frac{\partial \pi_1^*}{\partial V_2} < 0$	$\frac{\partial \pi_1^*}{\partial y_2} = y_1^*\cdot\frac{\partial P_1}{\partial y_2} < 0$ $\frac{\partial \pi_1^*}{\partial V_1} = y_1^*(.)\cdot\left(\frac{\partial P_1}{\partial y_2}\cdot\frac{\partial y_2^*}{\partial V_1} + \frac{\partial P_1}{\partial V_1}\right) = ?$ $\frac{\partial \pi_1^*}{\partial V_2} = y_1^*(.)\cdot\left(\frac{\partial P_1}{\partial y_2}\cdot\frac{\partial y_2^*}{\partial V_2} + \frac{\partial P_1}{\partial V_2}\right) = ?$	