

Environment, Market Share, and Market Power

2010-07-19 18:40:20 来源: 作者:Boulding, Staelin 【大 中 小】 浏览:949次

Abstract: In this paper we develop a process model relating market share to firm profits. In particular, we specify average price and average cost equations as a function of previous year market share position, changes in market share, environmental conditions, and interactions of environmental conditions with the lagged market position and market share change variables. We estimate these equations using PIMS data after controlling for unobservable factors. Our results suggest that firms with high market shares derive no extra market power benefits except if they operate in environments with little buyer power. Instead, environmental factors and changes in market share most strongly influence price and cost. An analysis of the market share associated with maximal firm profits indicates that for the majority of firms in our sample steadily increasing market share does not always associate with increasing profits, giving credence to the proposition that "more market share is not always better."

附件下载: <http://www.jstor.org/stable/pdfplus/2632658.pdf>

Tags: Marketing Strategy, Market Share, Market Power, Fixed Effect Estimation

【大 中 小】 【打印】 【繁体】 【收藏】 【推荐】 【举报】 【关闭】 【返回顶部】

上一篇: "Second Best" Congest..

下一篇: The Economics of Networks: A Su..

关于我们

学术梯队

研究成果

学术交流

科研项目

国内研究

国外文献

基地动态

图片

图文信息