
Forme di mercato

Forma di mercato	N. imprese	Barriere all'entrata	Prodotto	Curva di domanda (impresa)
Concorrenza perfetta	infinito	assenti	omogeneo	Infinitamente elastica
Concorrenza Monopolistica	molte	assenti	differenziato	Decrescente ma elastica
Oligopolio	poche	significative	Omogeneo/ differenziato	Decrescente e inter-dipendente
Monopolio	una	elevate	unico	Decrescente e rigida

Concorrenza perfetta

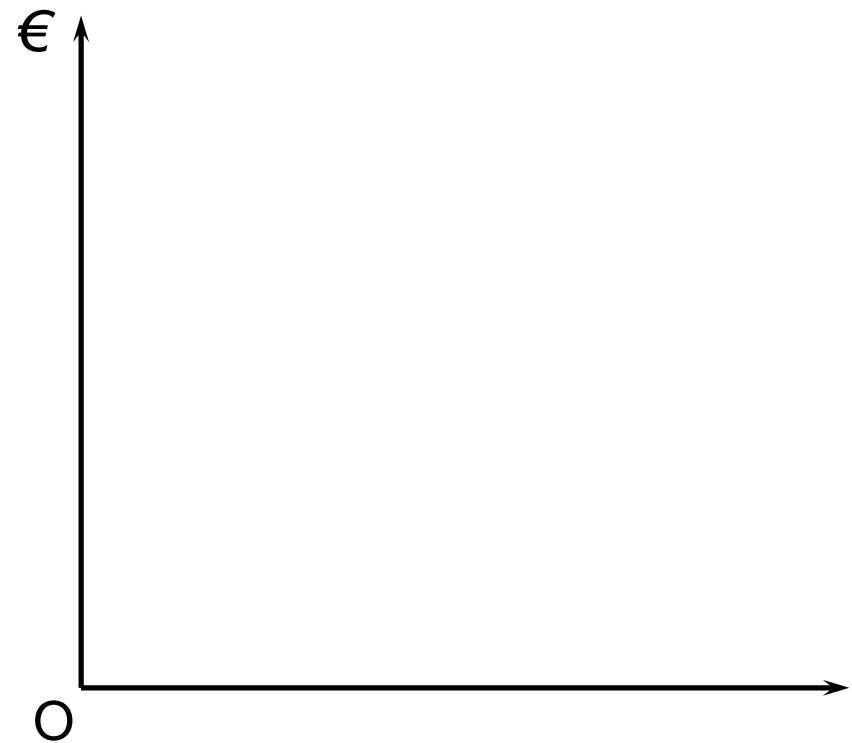
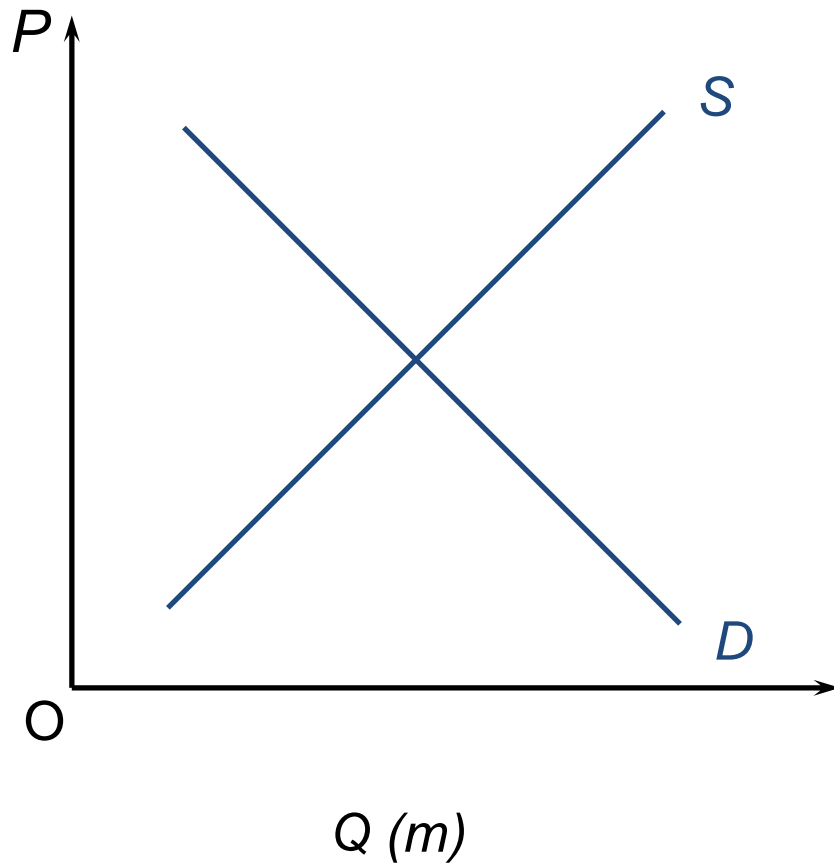
Concorrenza perfetta

Equilibrio di breve periodo

Equilibrio di breve periodo

Settore

Impresa

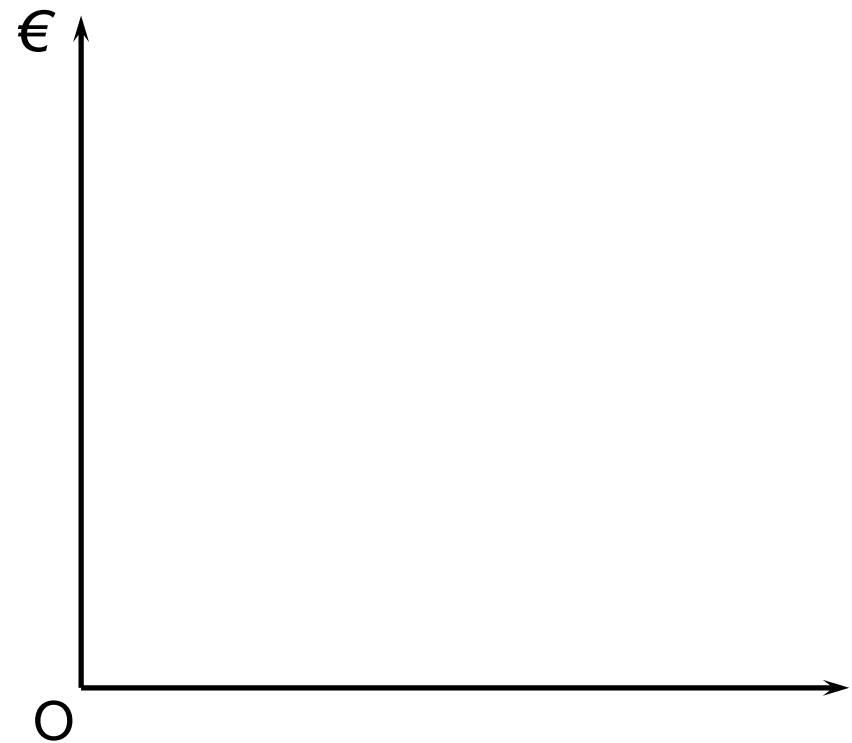
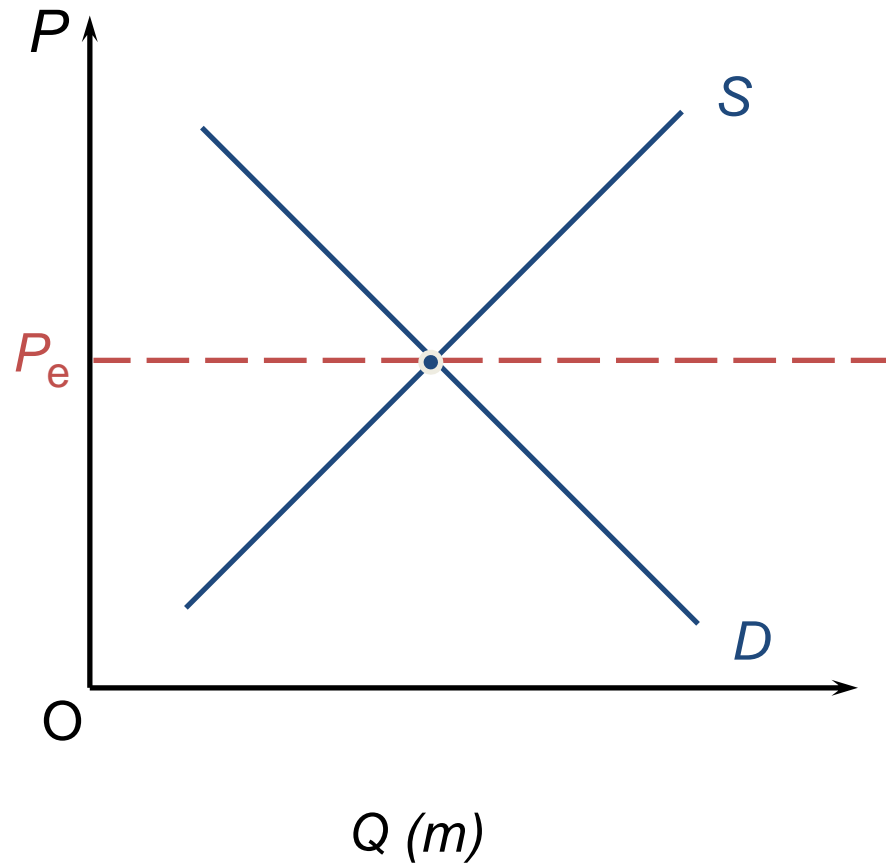


(a) Settore

Equilibrio di breve periodo

Settore

Impresa

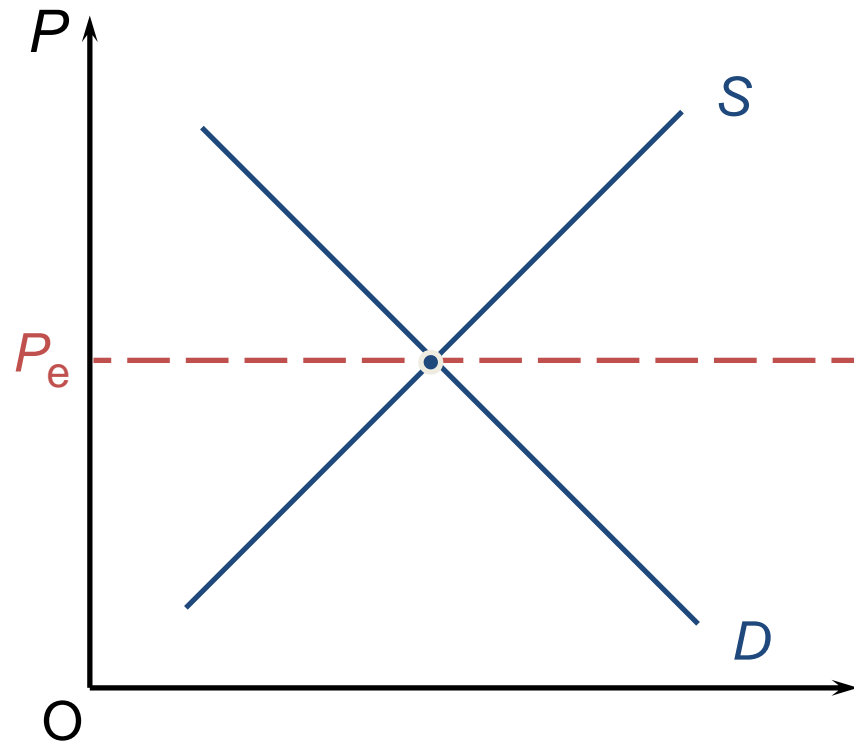


(a) settore

Equilibrio di breve periodo

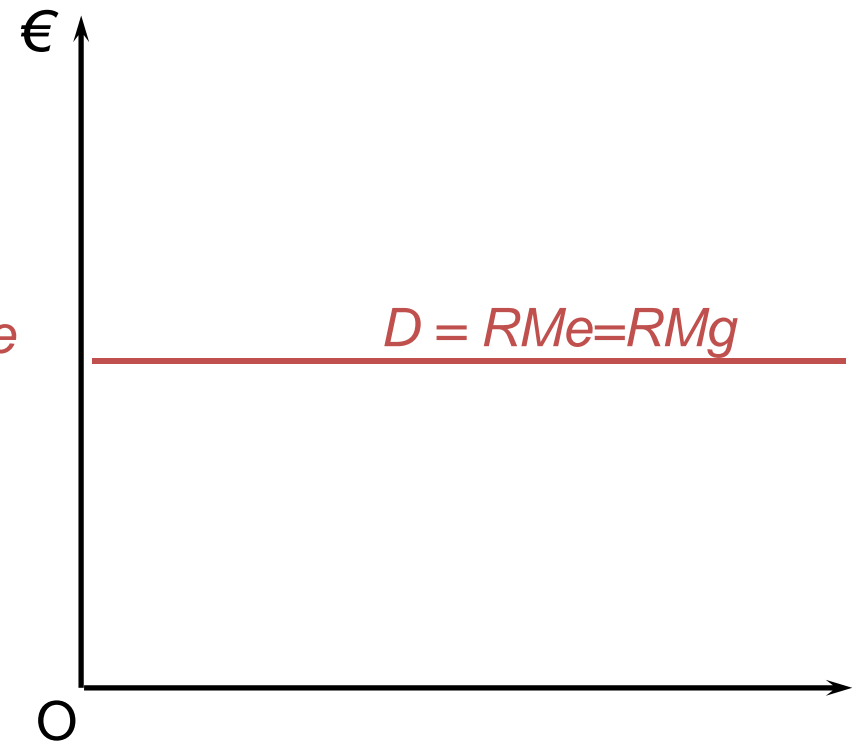
Settore

Impresa



Q (milioni)

(a) settore



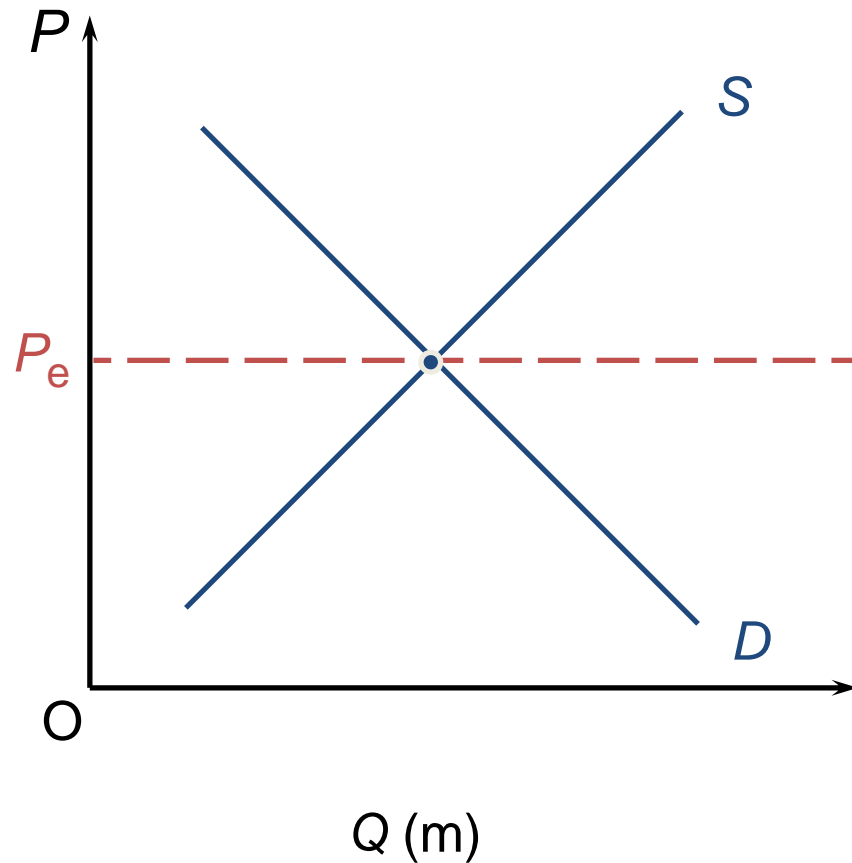
Q (00)

(b) impresa

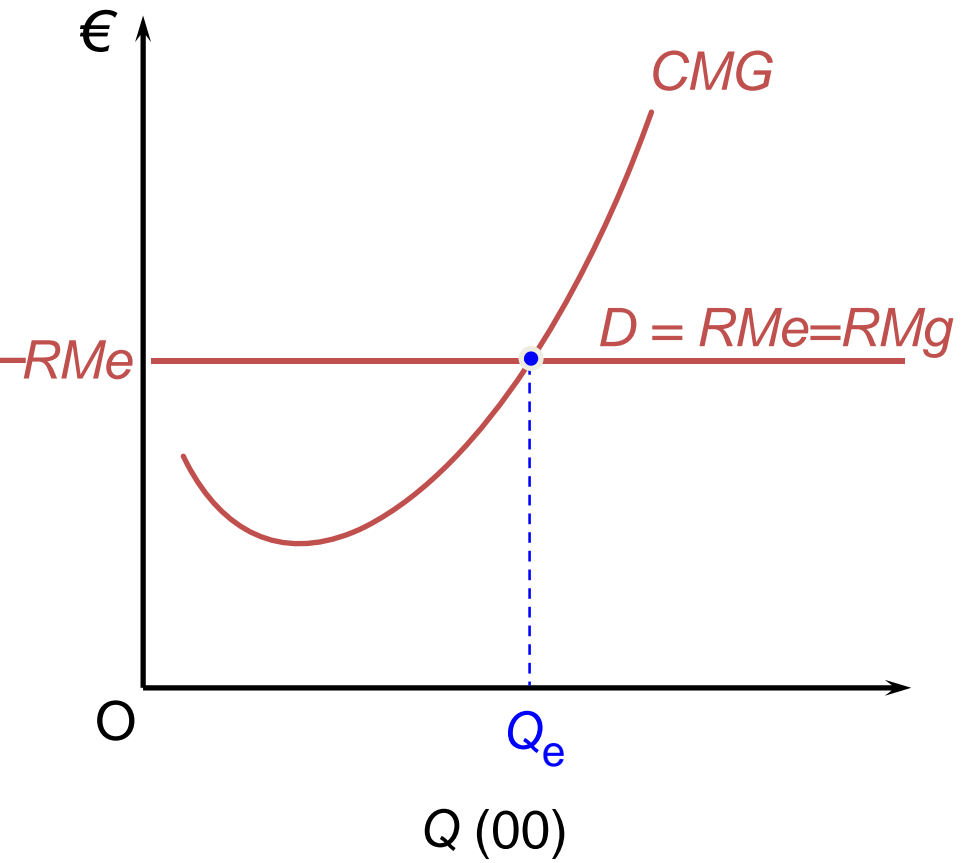
Equilibrio di breve periodo

Settore

Impresa



(a) settore

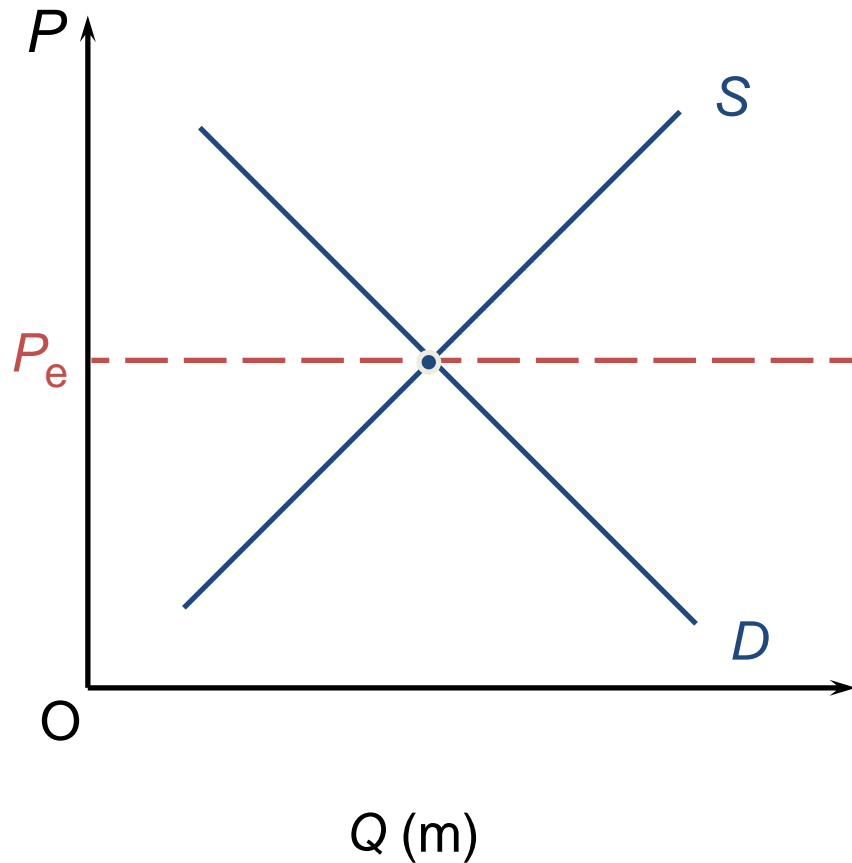


(b) impresa

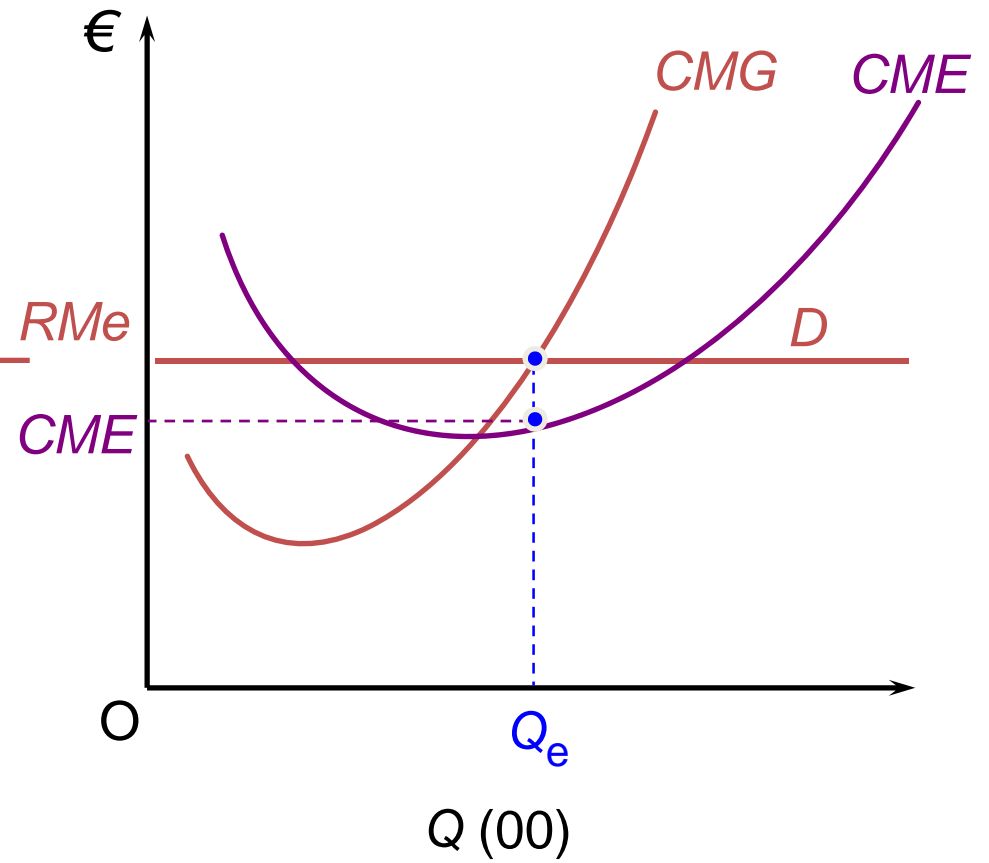
Equilibrio di breve periodo

Settore

Impresa



(a) settore

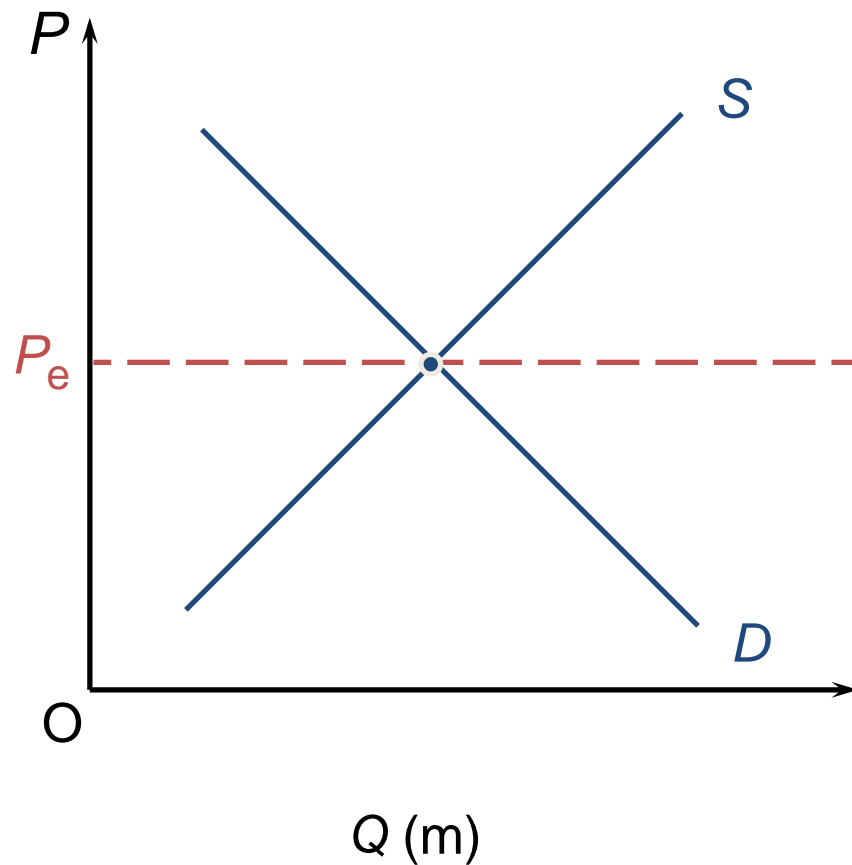


(b) impresa

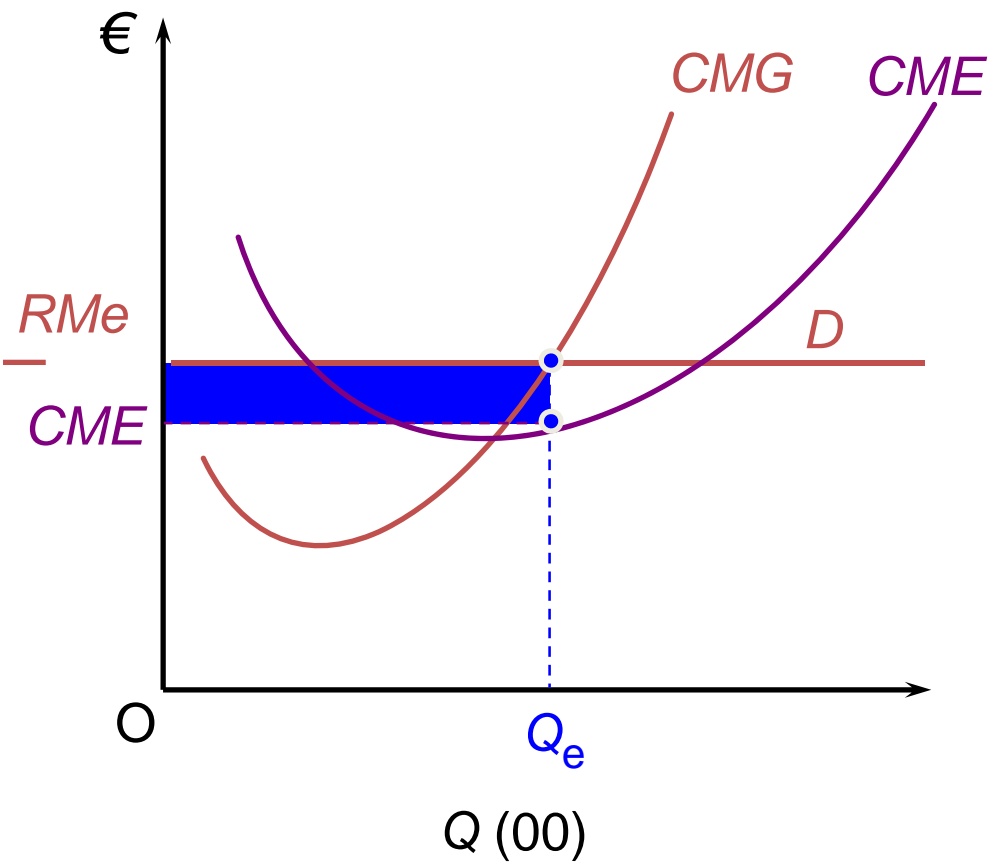
Equilibrio di breve periodo

Settore

Impresa



(a) settore



(b) impresa

Esempio numerico

Il prezzo di mercato al tempo $t = 0$ è: $p_0 = €21$

Il costo marginale dell'impresa (tratto crescente) è: $CMG = 3Q$

Calcolare la quantità che $Max\Pi$:

Uguaglio prezzo a costo marginale: $21 = 3Q$

$Q_0 = 7$ è la quantità che massimizza il profitto.

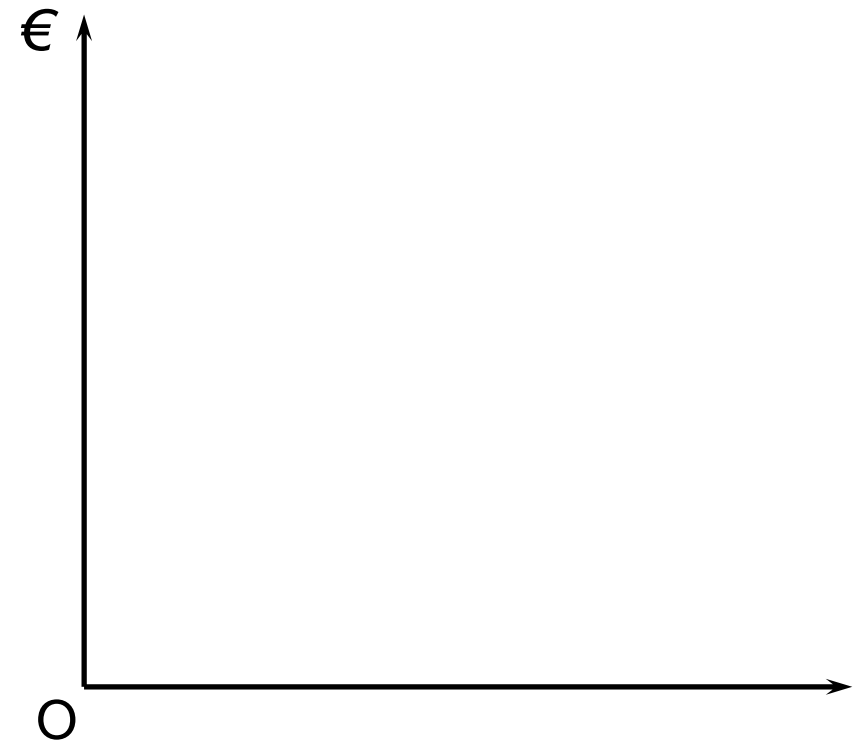
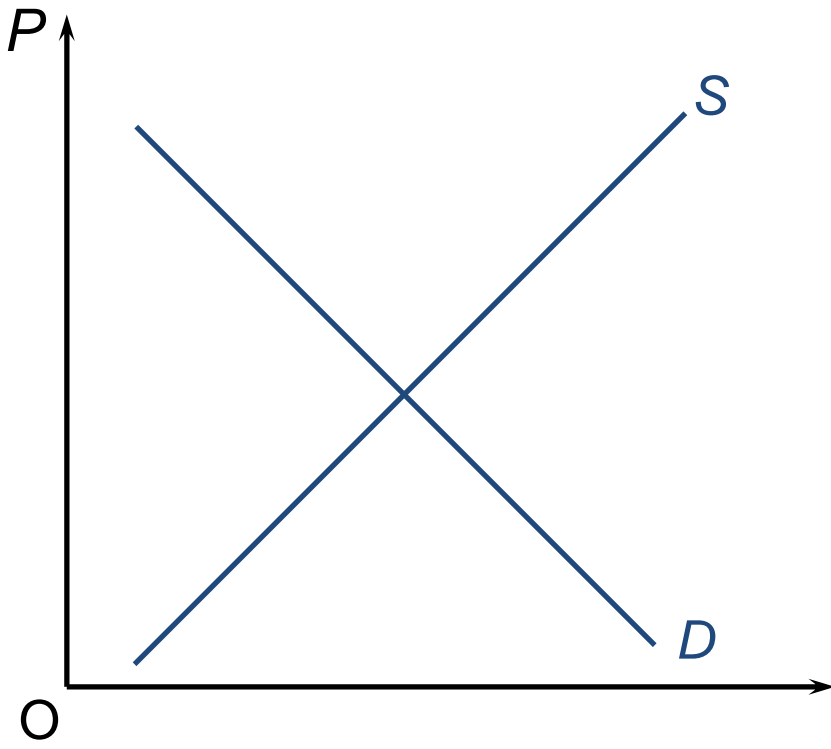
Calcolo il profitto totale, dati i costi: $CT = 1 + \frac{3}{2}Q^2$

$$\Pi(p_0, Q_0) = P \cdot Q_0 - CT(Q_0) =$$

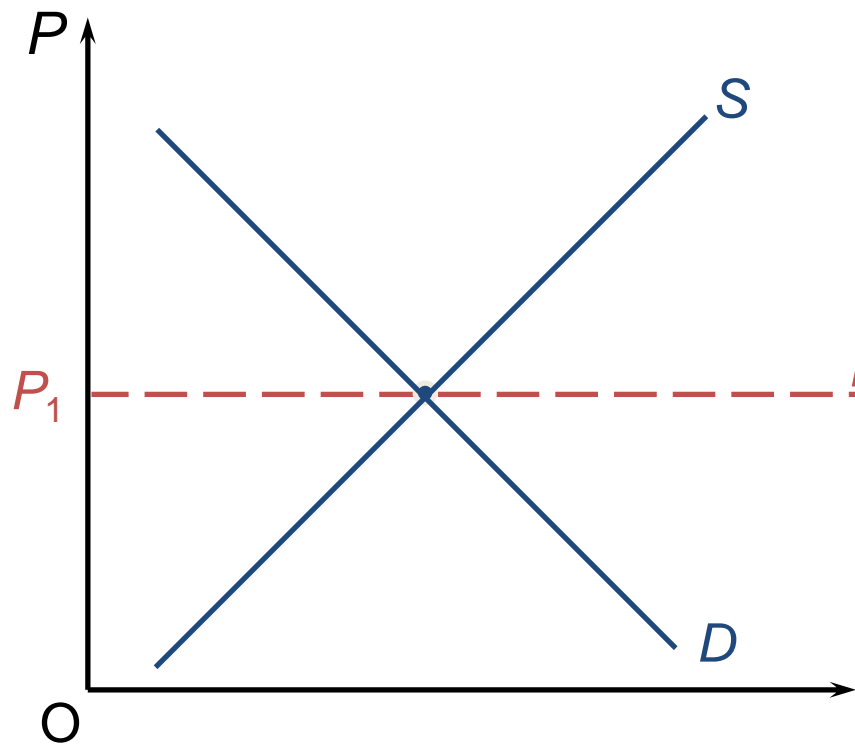
$$= 21 \cdot 7 - (1 + 73.5) = 147 - 74.5 = €72.50 = \Pi$$

Concorrenza perfetta

Impresa in perdita

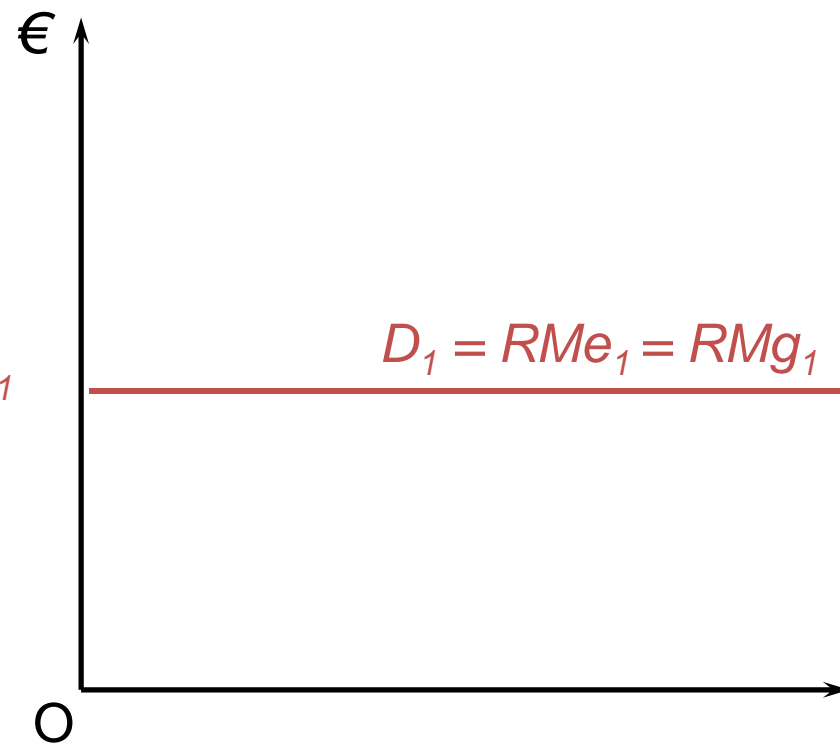


(a) settore



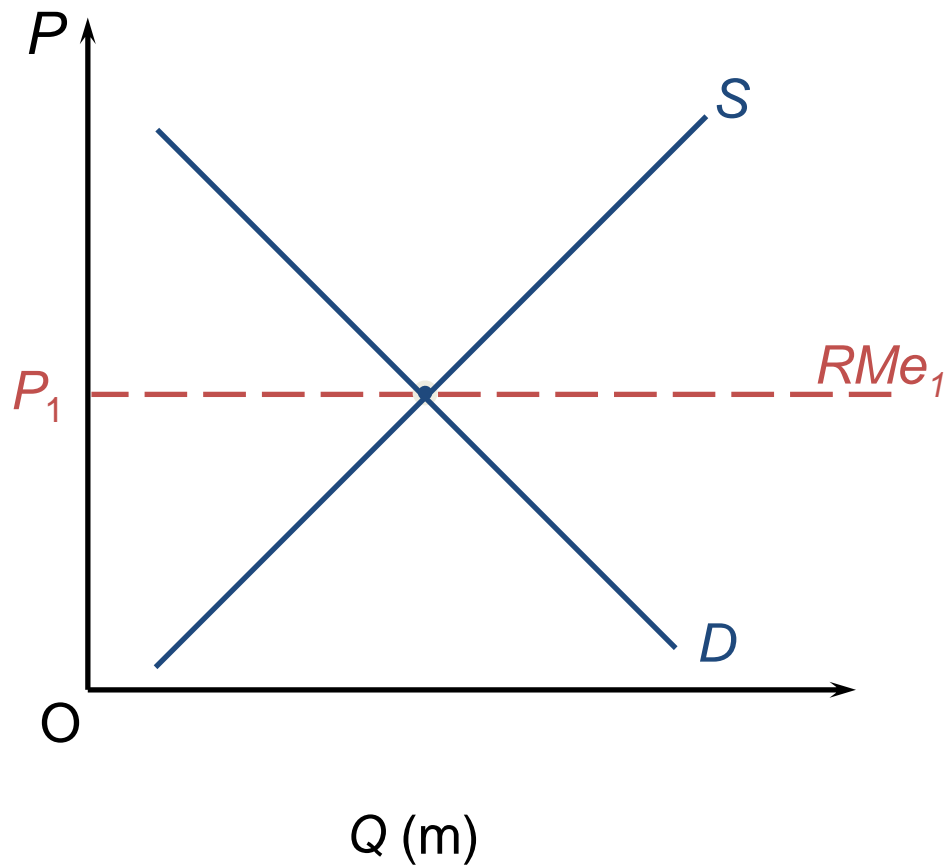
Q (m)

(a) settore

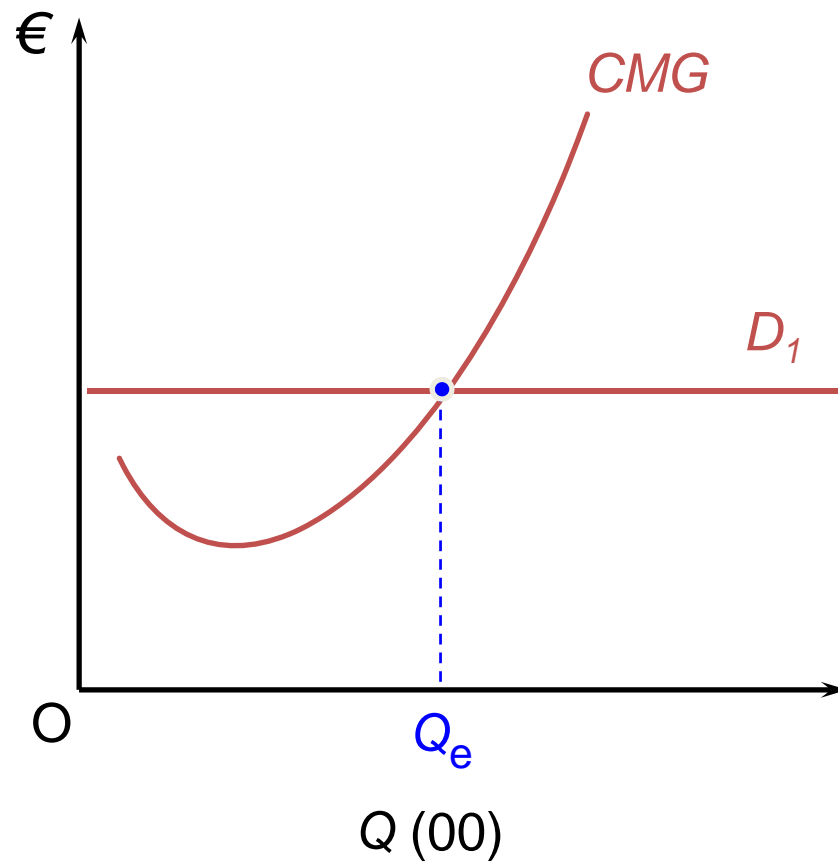


Q (00)

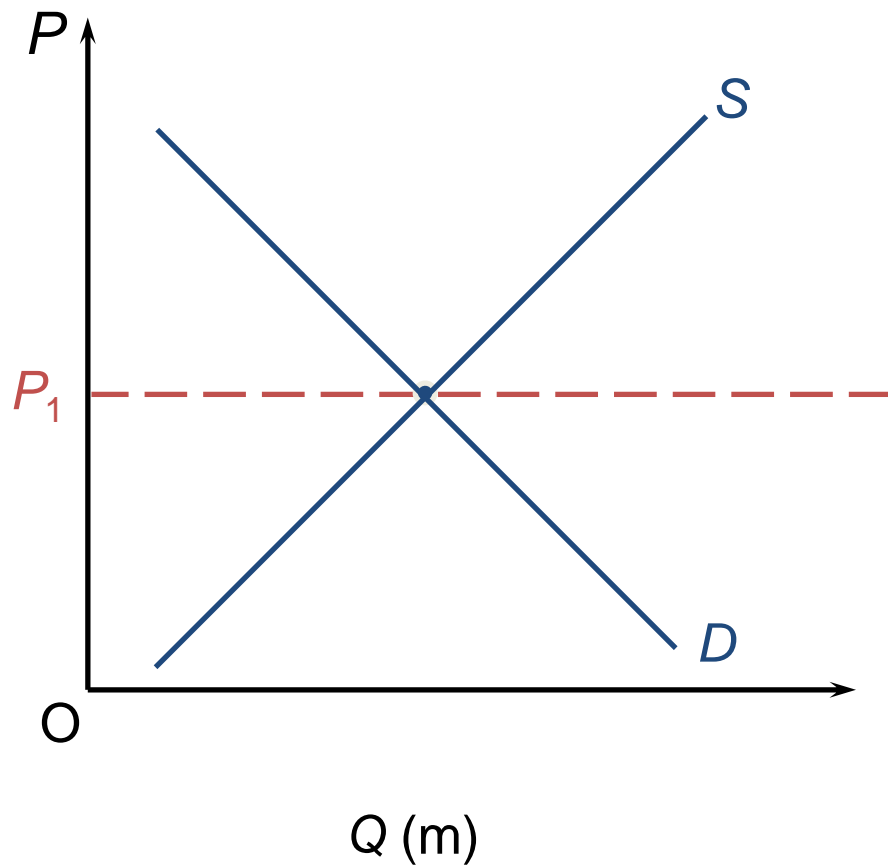
(b) impresa



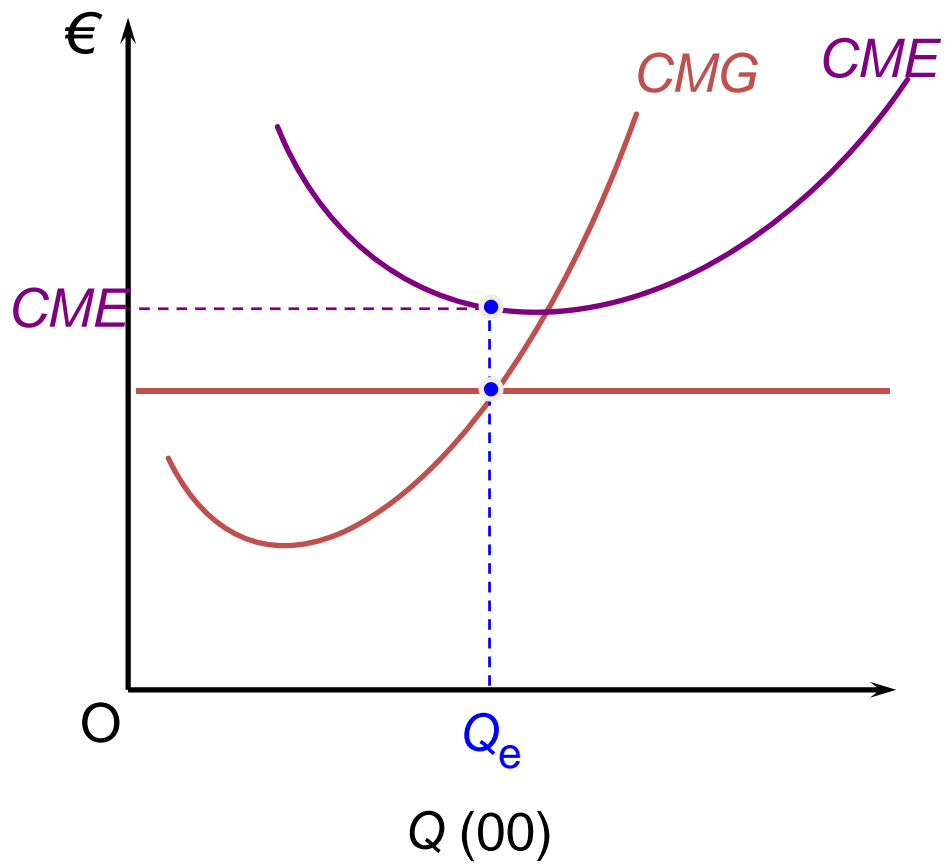
(a) settore



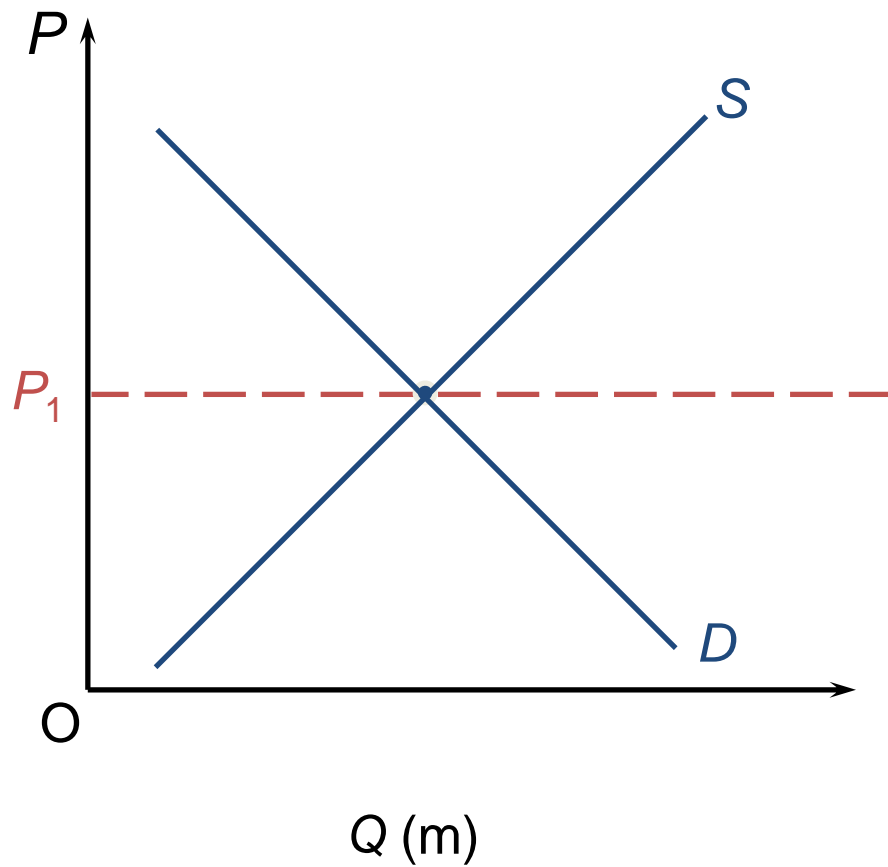
(b) impresa



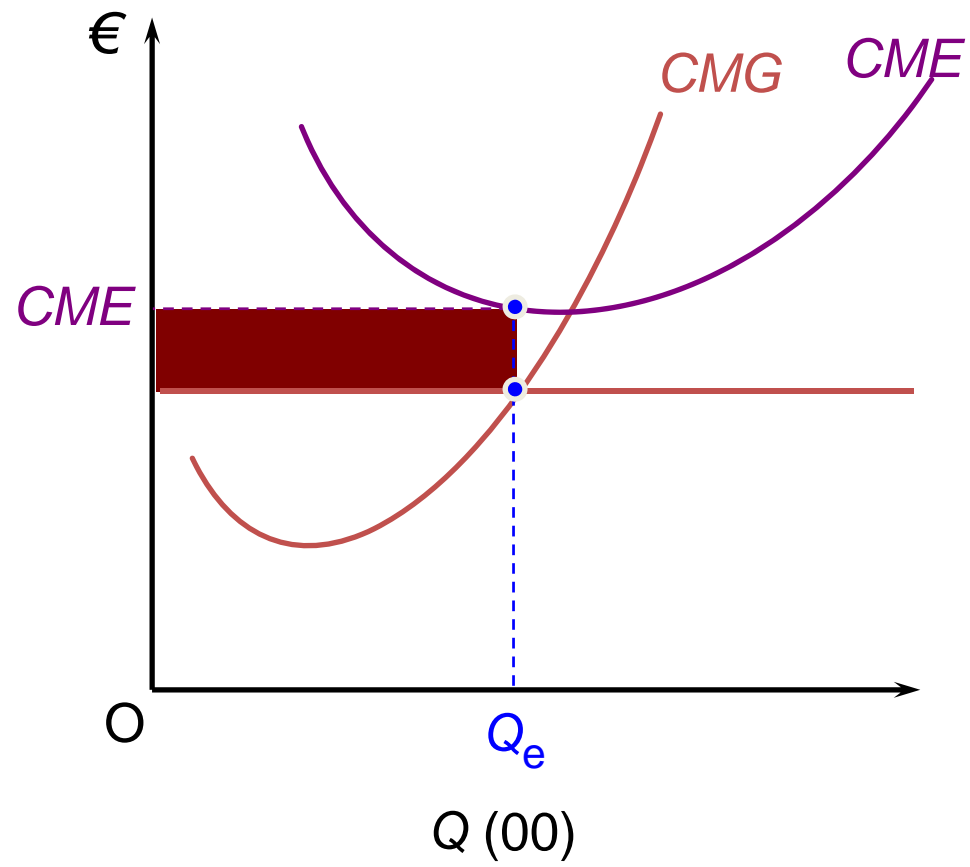
(a) settore



(b) impresa



(a) settore



(b) impresa

Esempio di impresa in perdita

Il prezzo di mercato è pari a: $p_1 = \text{€}6$

I costi marginali (tratto crescente) sono: $\text{CMG} = 3Q$

Trovare il $\text{Max}\Pi$:

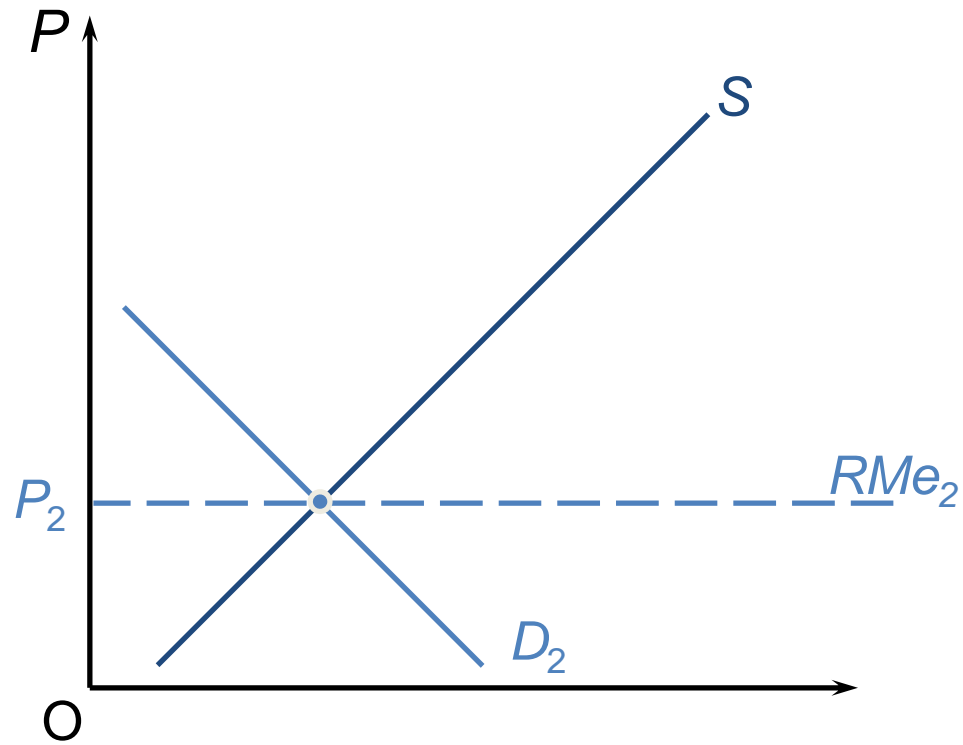
$$p_1 = \text{CMG} \qquad 6 = 3Q$$

$$Q_1 = 2$$

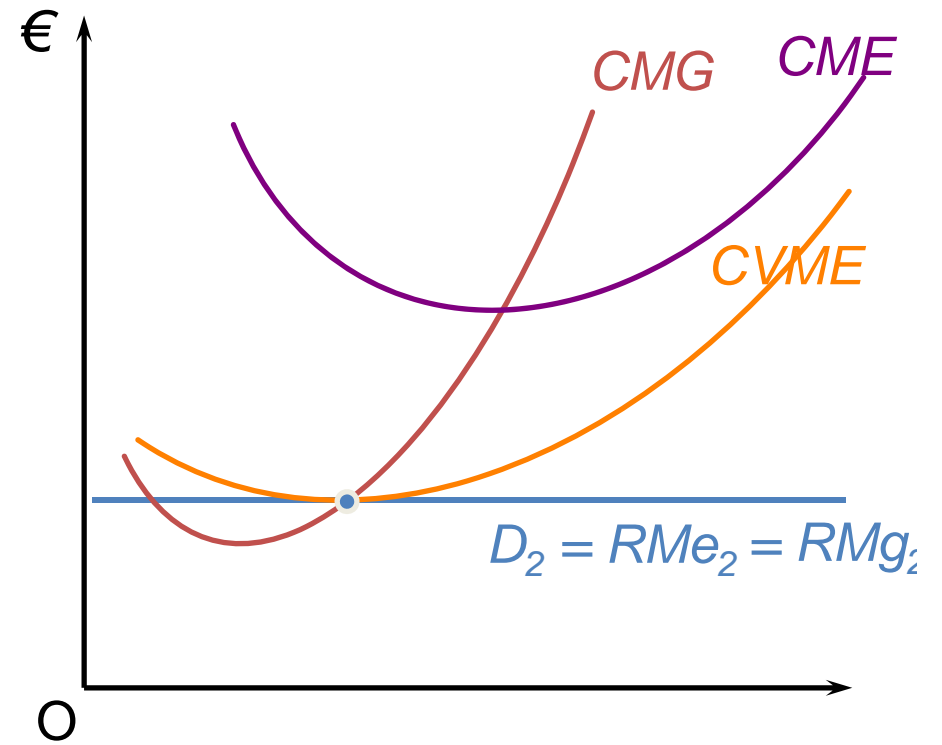
$$TC = 10 + \frac{3}{2}Q^2$$

$$\begin{aligned}\Pi(p_1, Q_1) &= p_1 Q_1 - CT(Q_1) \\ &= 6 \cdot 2 - (10 + 6) = 12 - 16 = -\text{€}4\end{aligned}$$

Punto di chiusura



(a) settore

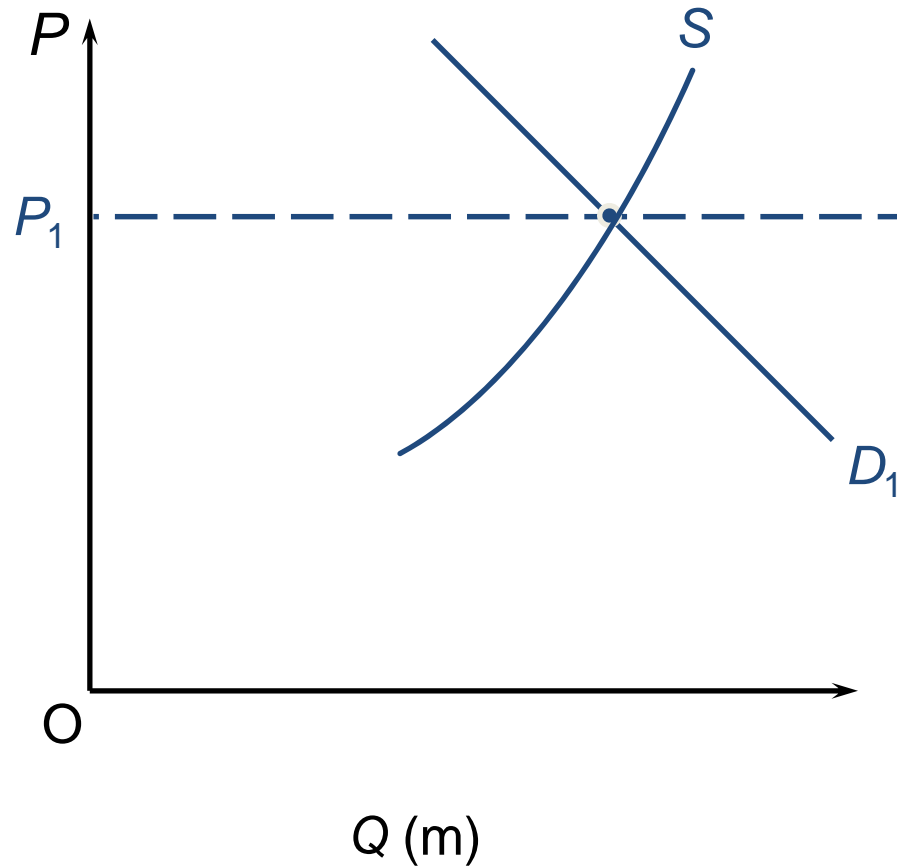


(b) impresa

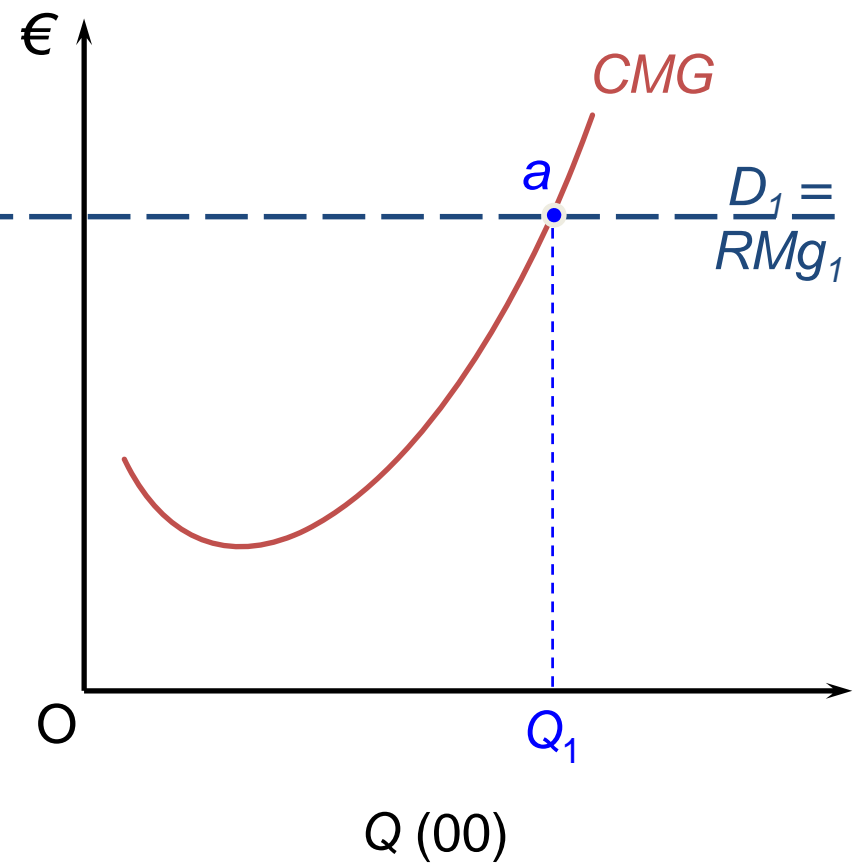
Concorrenza perfetta

La curva di offerta del mercato

Offerta di breve periodo

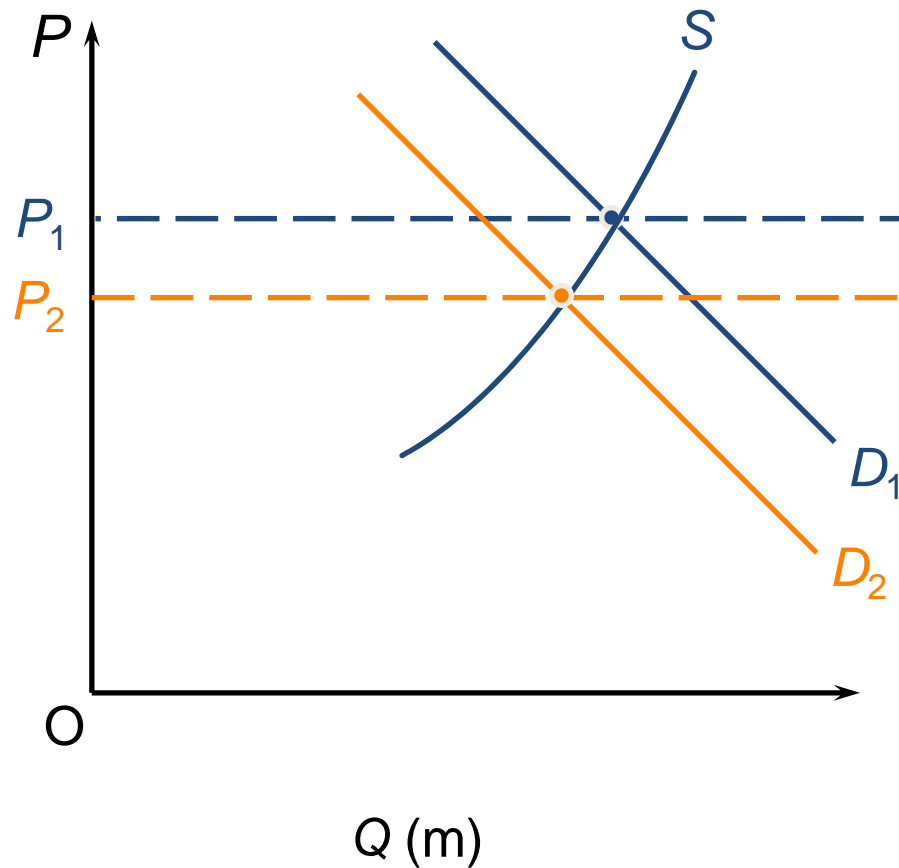


(a) settore

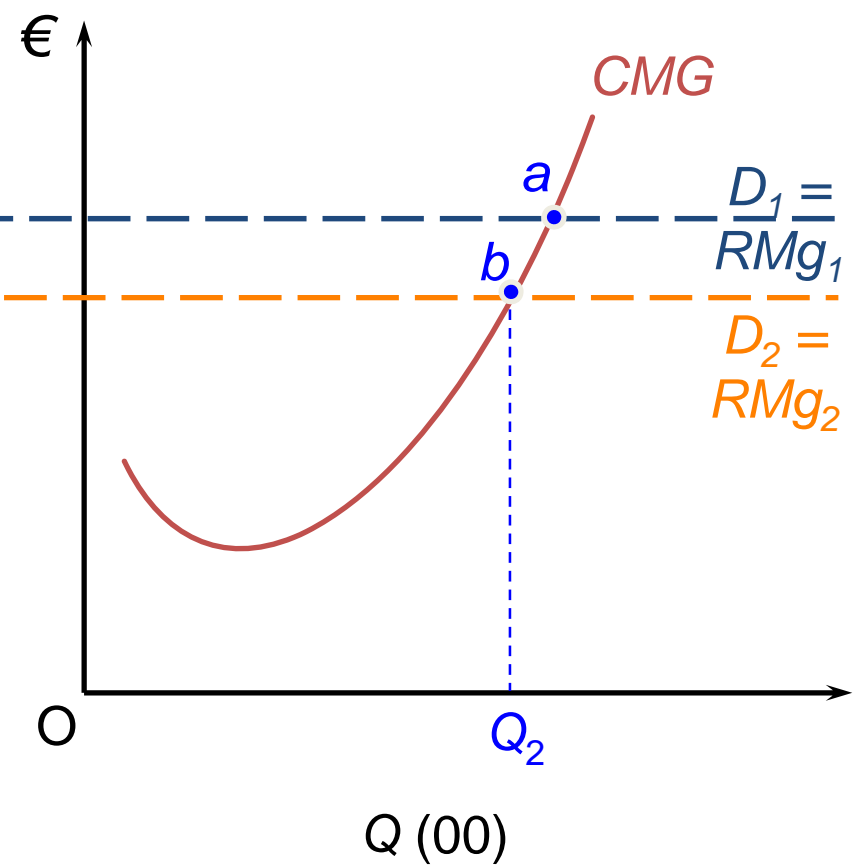


(b) impresa

Offerta di breve periodo

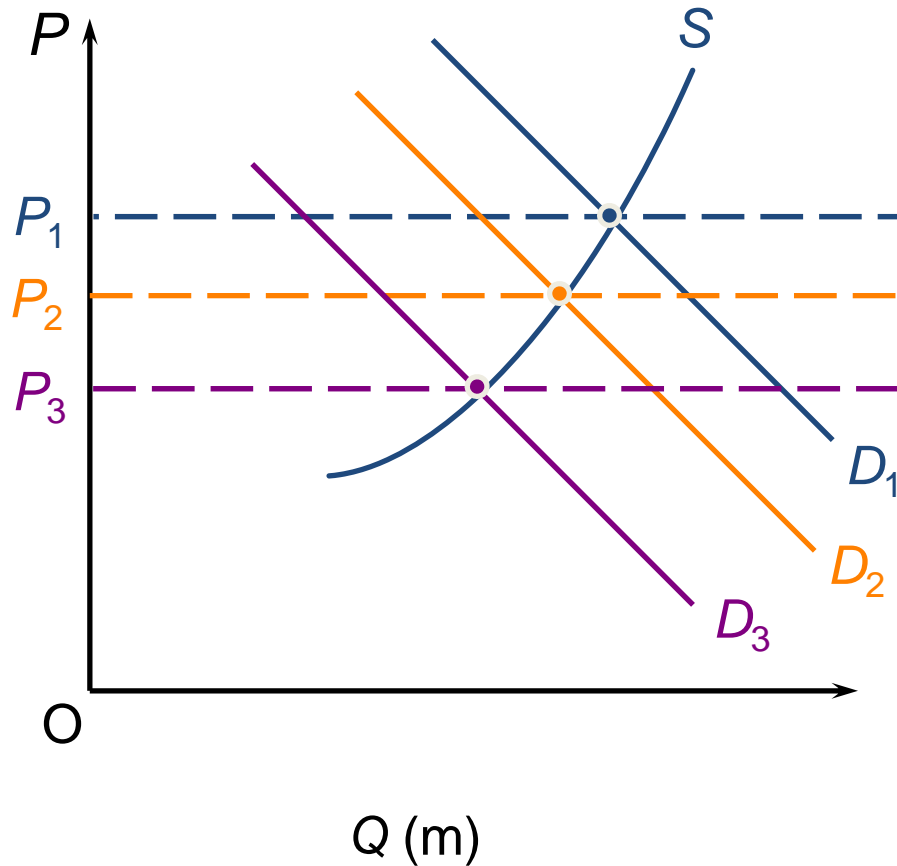


(a) settore

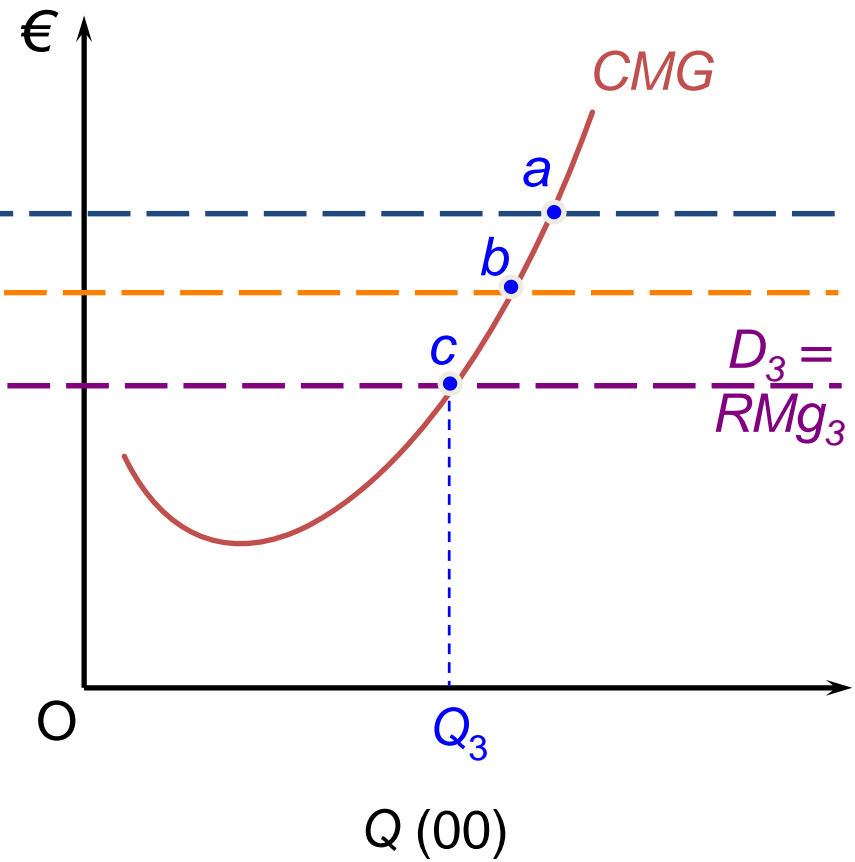


(b) impresa

Offerta di breve periodo

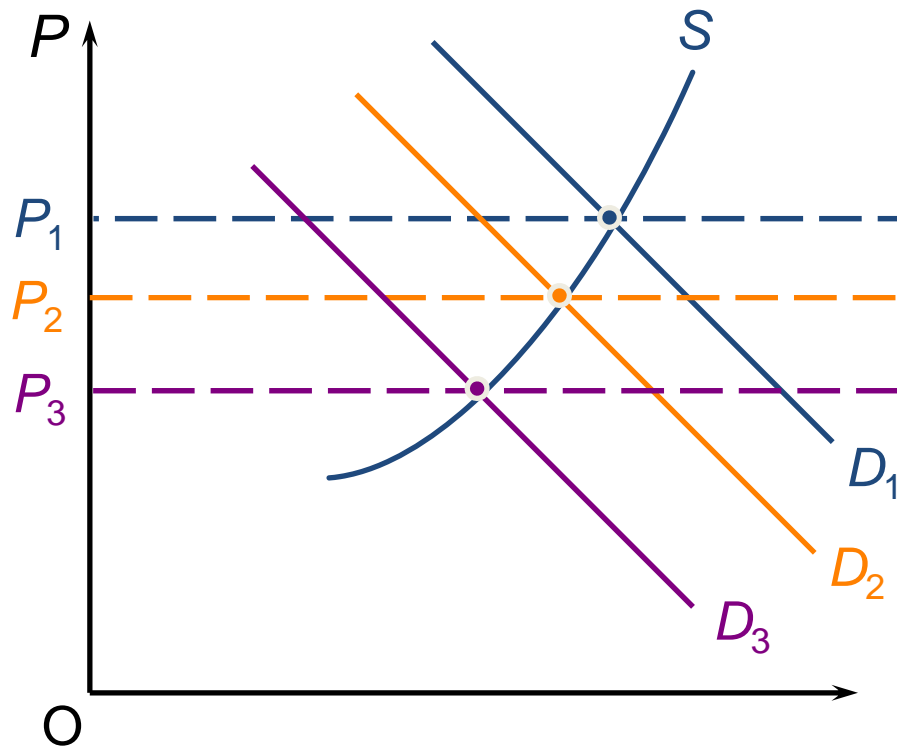


(a) settore



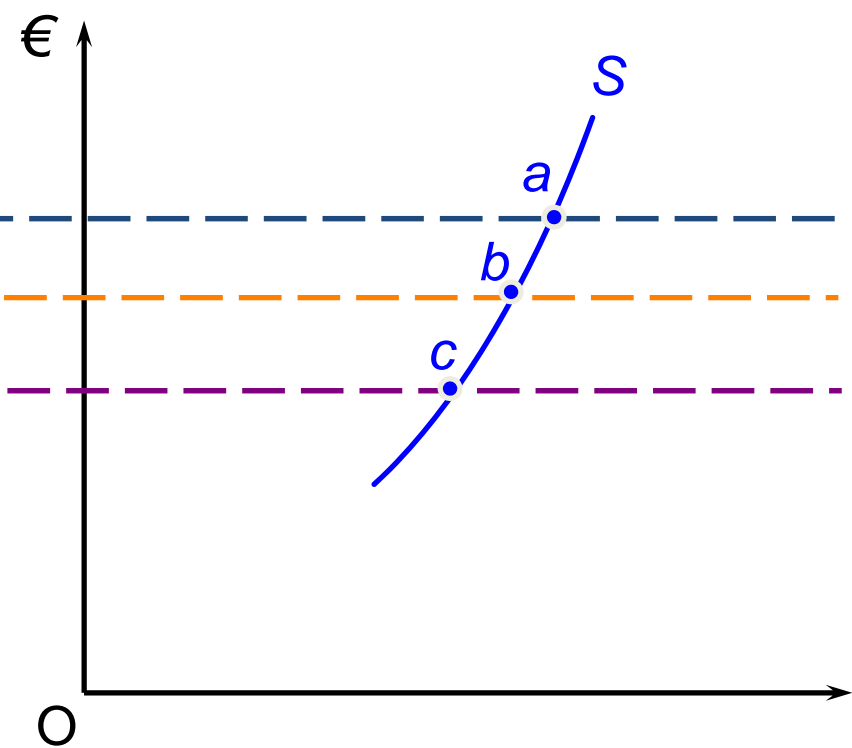
(b) impresa

Offerta di breve periodo



Q (m)

(a) settore



Q (00)

(b) impresa

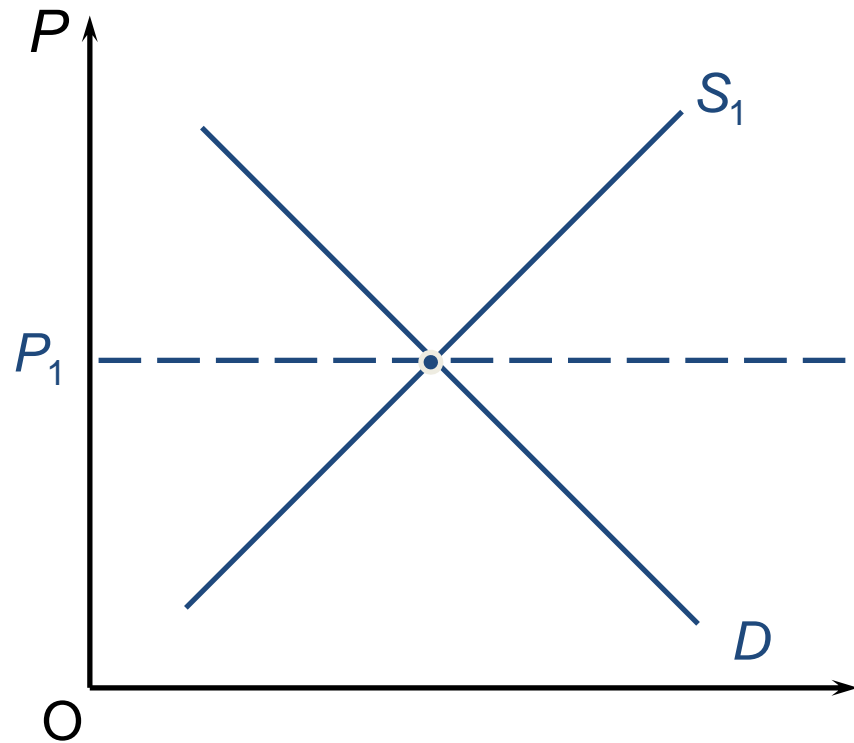
CURVA DI OFFERTA

- La curva di offerta dell'impresa nel breve periodo coincide con il tratto crescente della funzione del costo marginale.
- Ciò accade perché nell'equilibrio di massimo profitto l'impresa decide di produrre la quantità che uguaglia il prezzo (dato) al costo marginale
- La curva di offerta del mercato è la somma orizzontale delle funzioni del costo marginale di tutte le imprese

Concorrenza perfetta

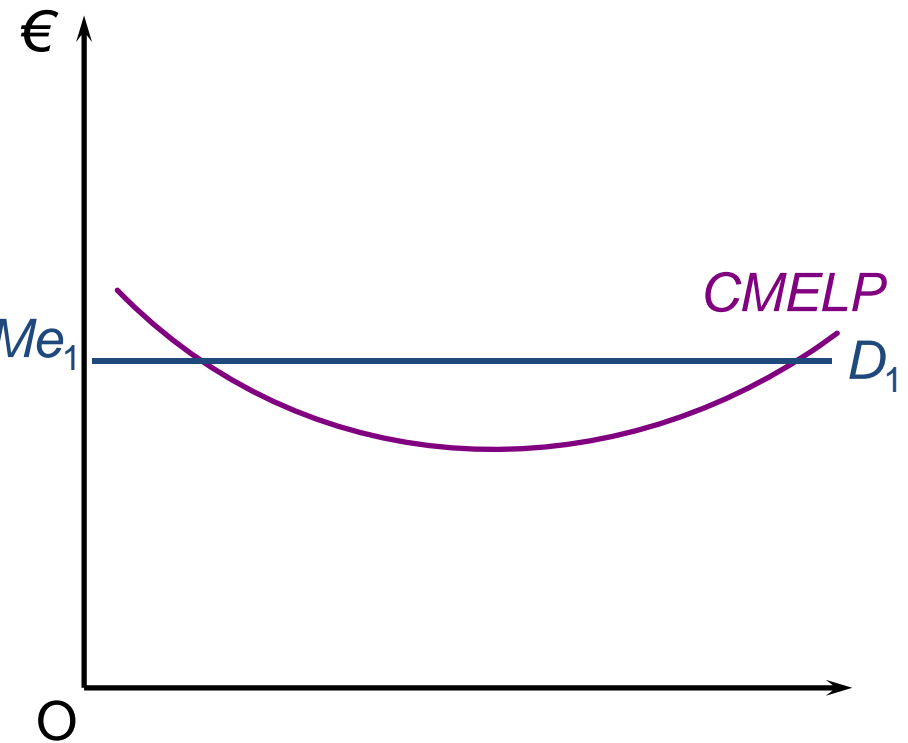
Equilibrio di lungo periodo

Lungo periodo



Q (m)

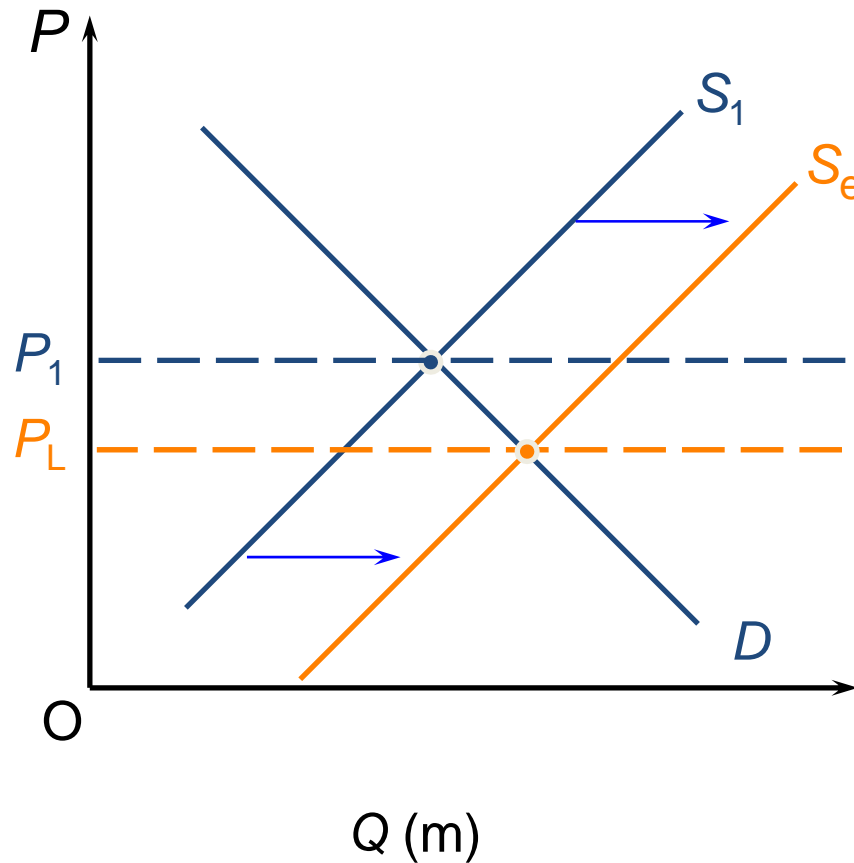
(a) settore



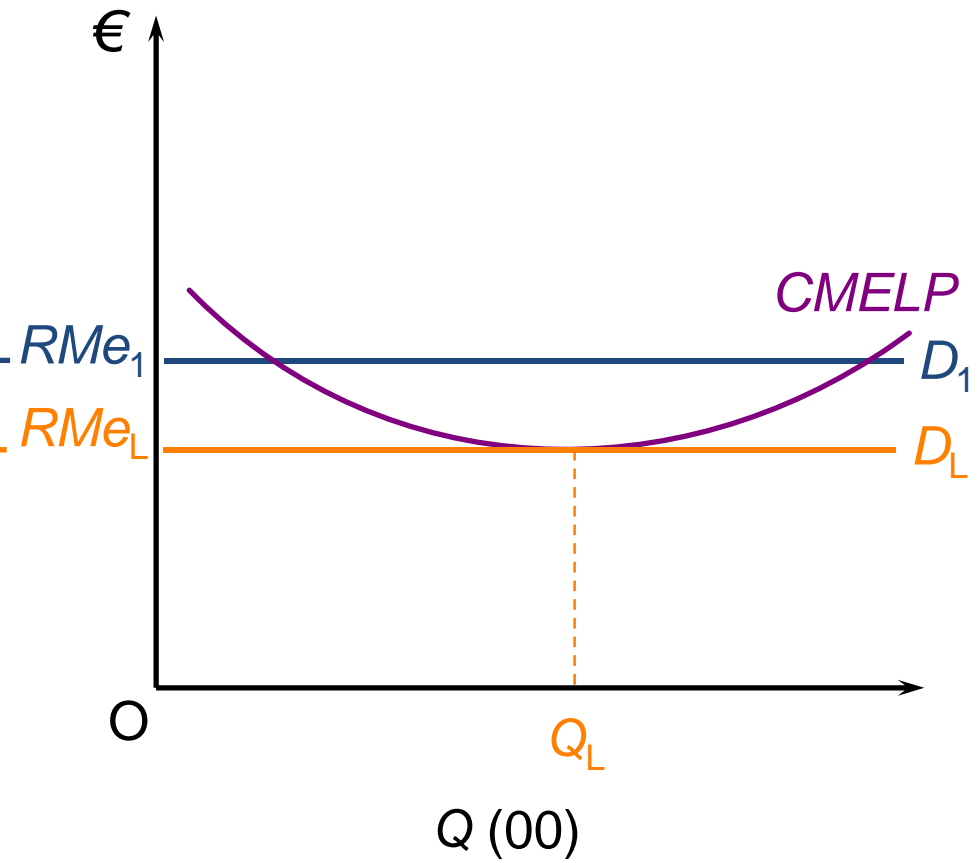
Q (00)

(b) impresa

Lungo periodo



(a) settore



(b) impresa

