



Makroökonomische Wirkungen von Pricing-to-Market (German Edition)

Christian Gäckle

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Das Preissetzungsverhalten exportierender Unternehmen spielt eine zentrale Rolle bei der Analyse offener Volkswirtschaften. Pricing-to-Market bezeichnet ein strategisches Preissetzungsverhalten, bei dem eine Wechselkursänderung eine marktspezifische Anpassung des Zuschlagssatzes induziert. Christian Gäckle analysiert den Einfluss von Pricing-to-Market auf die Wirksamkeit geld- und fiskalpolitischer Maßnahmen im Rahmen eines Mundell-Fleming Modells. Er unterscheidet dabei zwischen dem Modell der kleinen offenen Volkswirtschaft und dem Zwei-Länder-Modell. Zusätzlich zur grundlegenden Analyse der Effekte auf Produktion, Einkommen und Leistungsbilanz stellt er die Wirkungen auf die Einkommensverteilung in den Mittelpunkt der Betrachtung.

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