



Netzwerkeffekte Auf Dem Kreditkartenmarkt

By Holger Sandker

Grin Verlag. Paperback. Condition: New. 28 pages. Dimensions: 8.0in. x 5.8in. x 0.4in. Studienarbeit aus dem Jahr 2010 im Fachbereich BWL - Bank, Brse, Versicherung, Note: 2,0, FernUniversitt Hagen, Sprache: Deutsch, Abstract: Das Interbankenentgelt (engl.: interchange fee) ist eine Gebhr, die bei Kreditkartenzahlungen von der Bank der Verkufers an die Bank des Kufers gezahlt wird. Die von Kreditkartenorganisationen festgelegte Hhe des Interbankenentgeltes wird von Wettbewerbsbehörden kritisch betrachtet. Diese Arbeit zeigt anhand eines Grundmodells, dass Netzwerkeffekte im zweiseitigen Kreditkartenmarkt urschlich fr diese Praxis und Interbankenentgelte fr den Kostenausgleich zwischen den beteiligten Banken unverzichtbar sind. Sie erlutert ferner ein weiterentwickeltes Modell, um eine objektive Auseinandersetzung mit der Kritik am Interbankenentgelt zu ermöglichen. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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