# TEMA 3: EQUILIBRIO EN MERCADOS COMPETITIVOS

¿De qué depende la cantidad que una empresa va a producir?

- Tecnología.
- Tipo de mercado.
  - Competencia perfecta.
  - Monopolio.
  - Oligopolio (énfasis en interacciones estratégicas).
  - Competencia monopolística (énfasis en la diferenciación de productos y en las dificultades de entrada).
- Objetivos de la empresa.
  - Maximizar beneficios. Condiciones para la maximización de los beneficios.

**SE TRATA DE DEFINIR LA CURVA DE OFERTA**

**CAPÍTULOS 22 Y 23 DE VARIAN**

# CARACTERÍSTICAS DEL MODELO DE COMPETENCIA PERFECTA

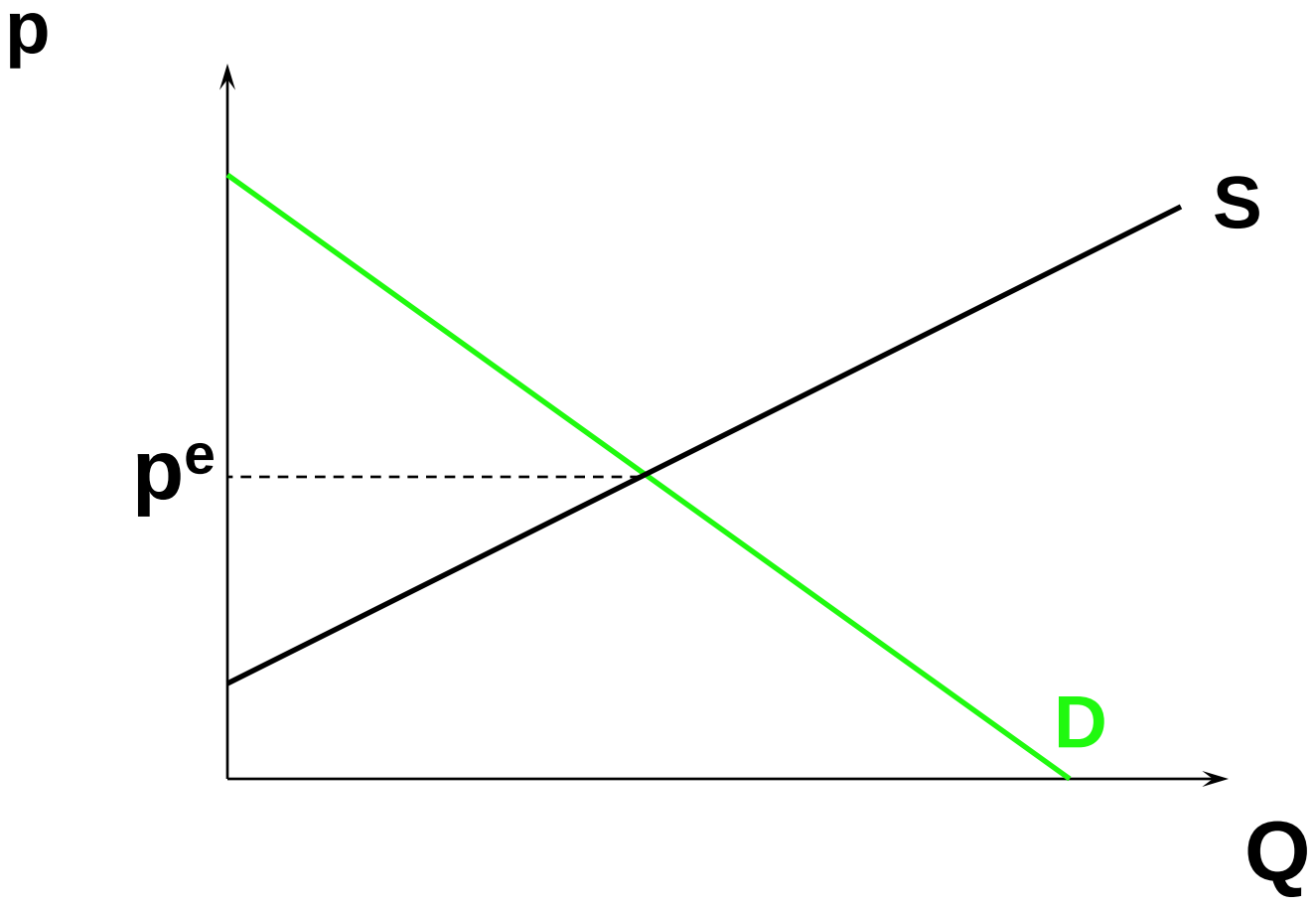
•Mercado en el que hay libertad de entrada y salida de empresas. (Renta Ricardiana o Renta económica). Costes de ajuste y de información nulos.

•Producto homogéneo.

•Número alto de competidores. EMPRESAS PRECIO ACEPTANTES.

•Ingreso medio es constante, igual al precio de mercado. Igual al ingreso marginal. Es la función de demanda de la empresa.

•La función de demanda de la empresa es perfectamente elástica al nivel del precio de mercado.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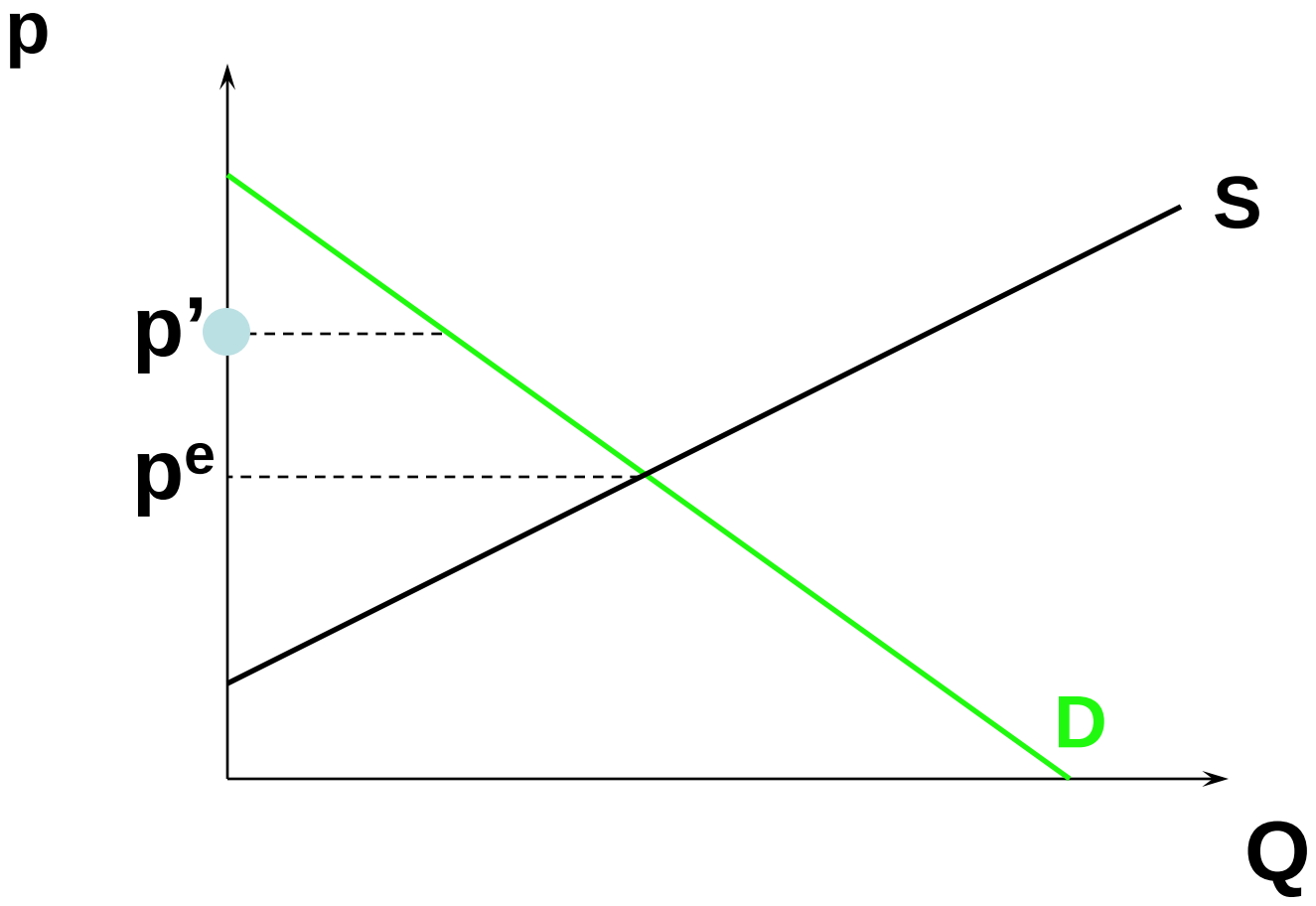
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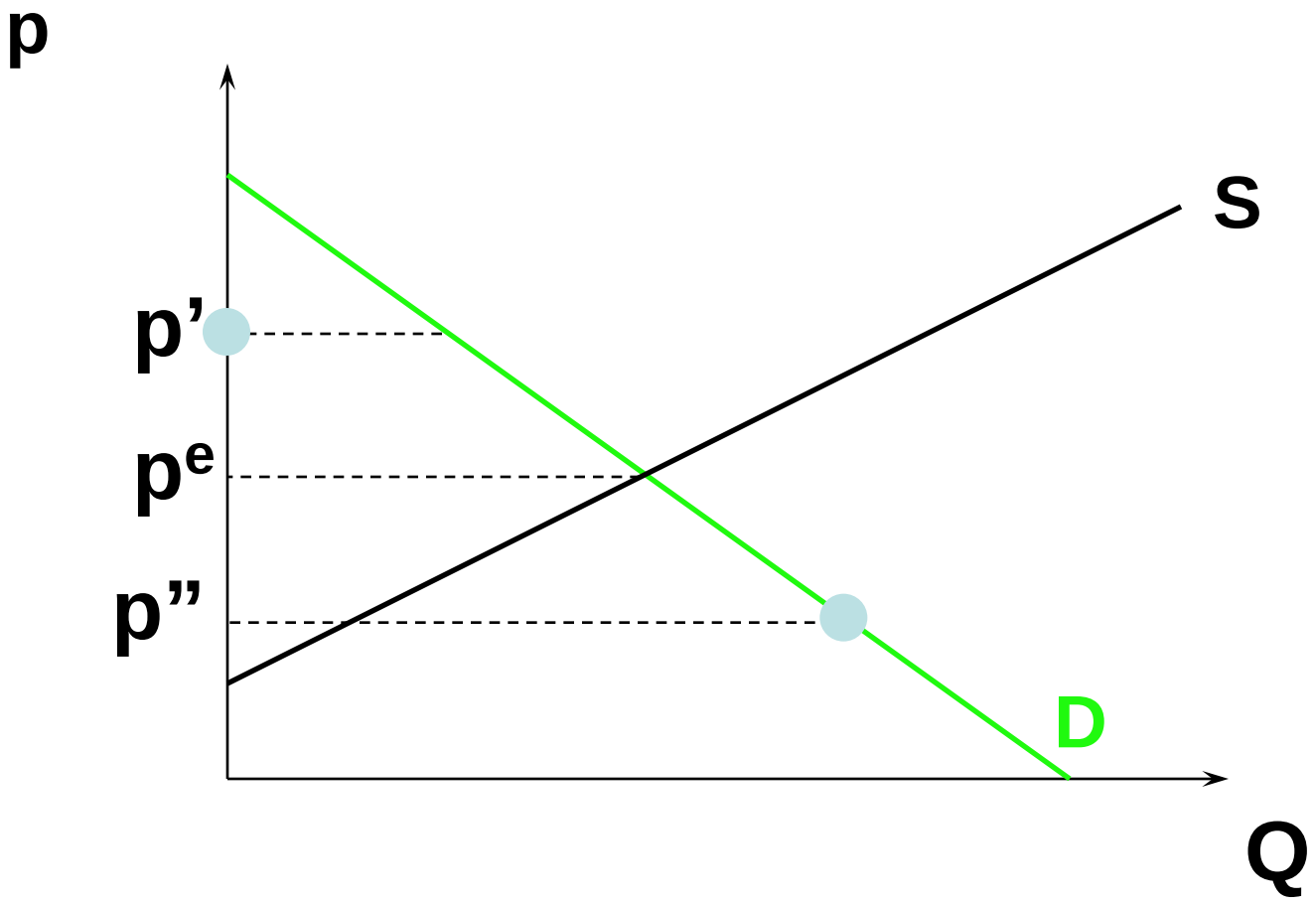
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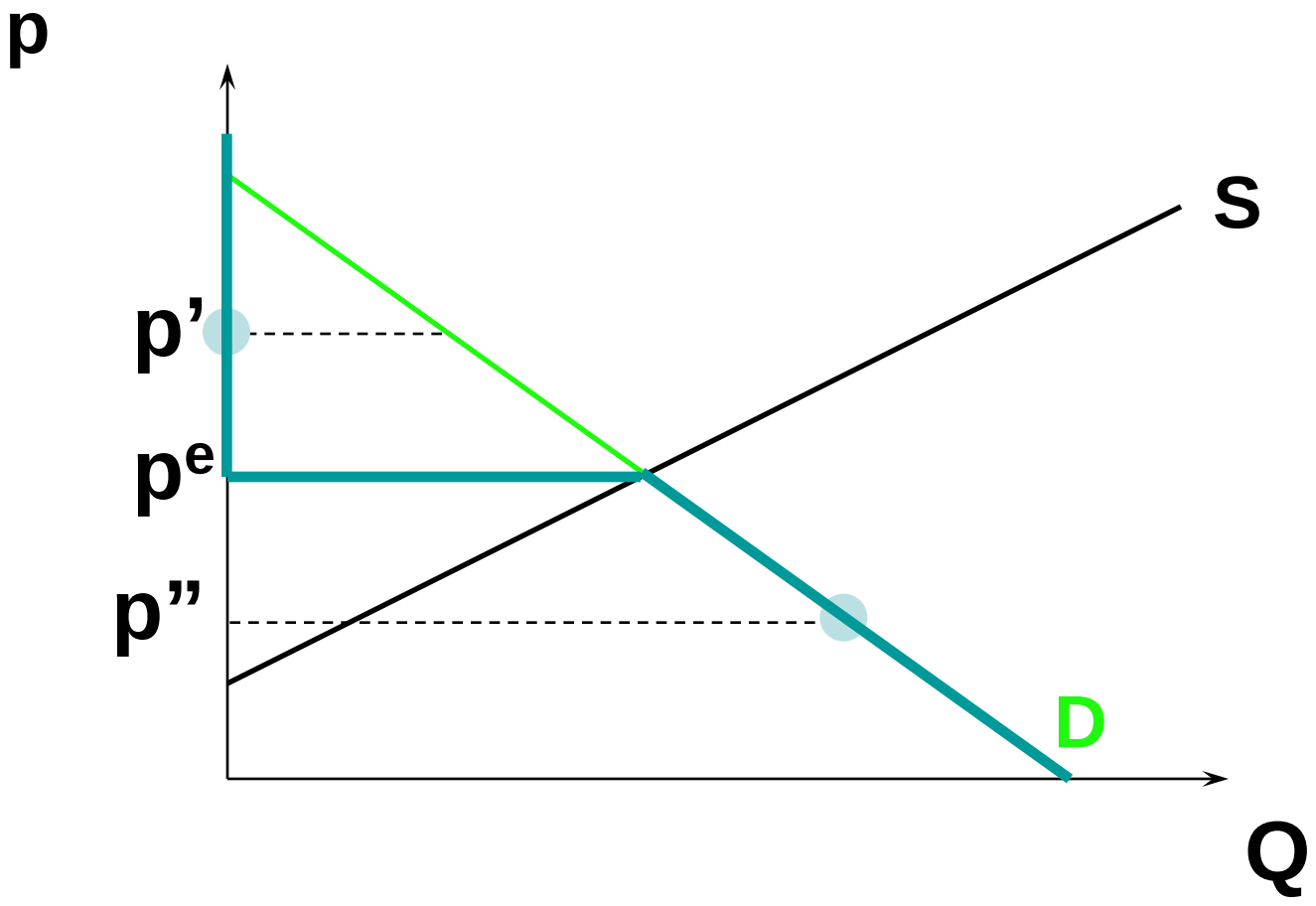
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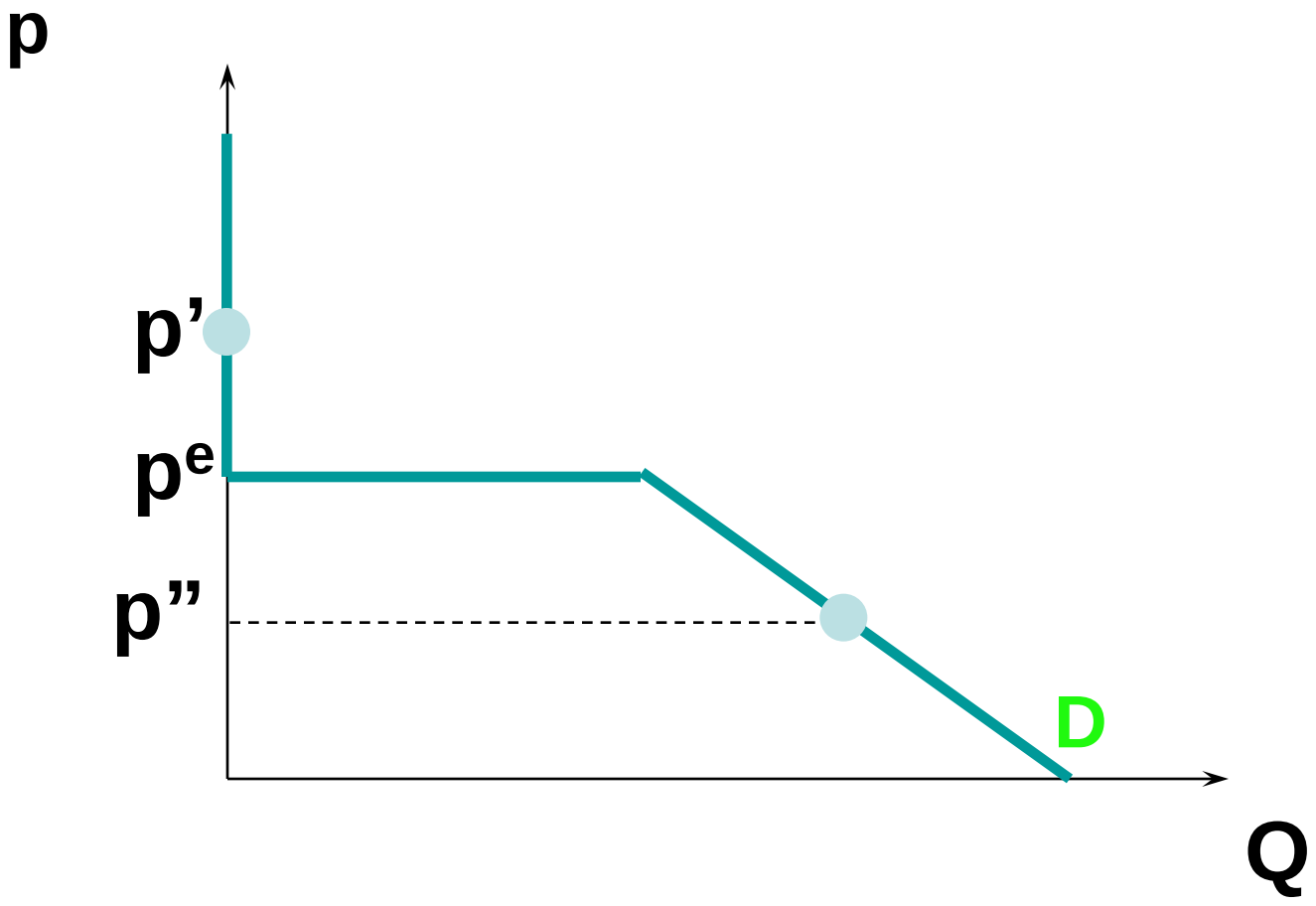
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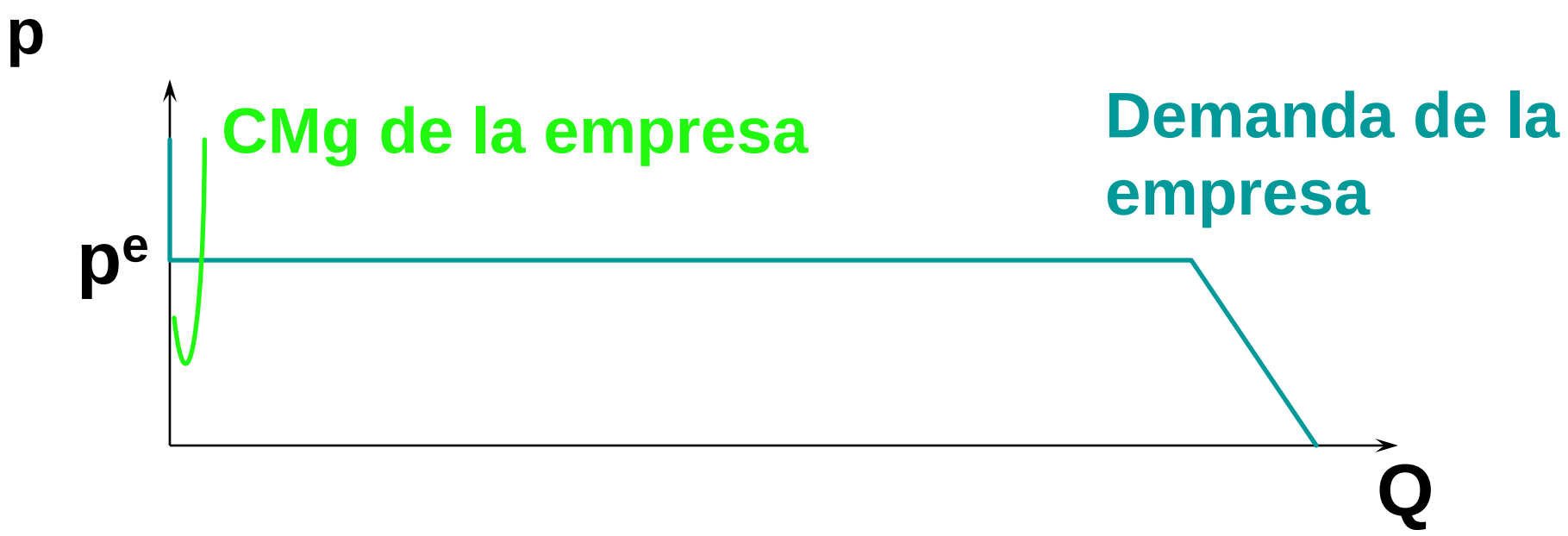
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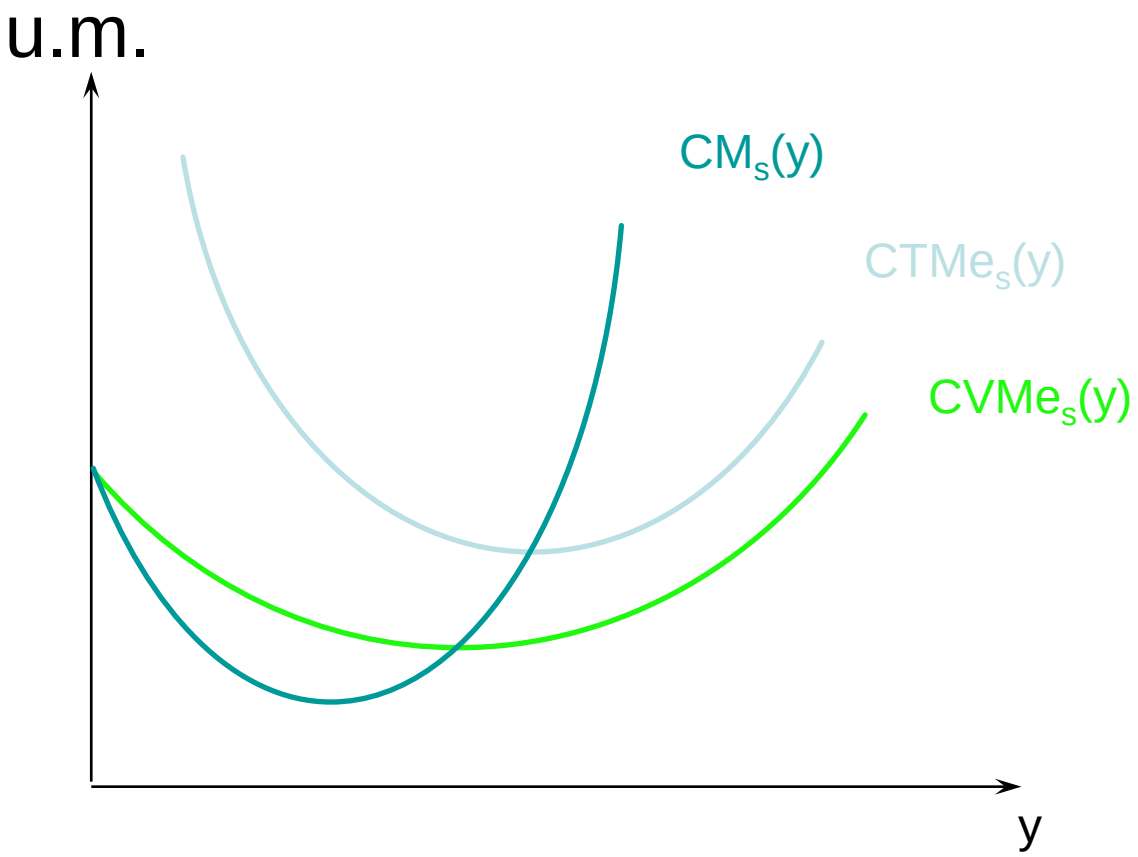
# La curva de oferta de la empresa a c/p



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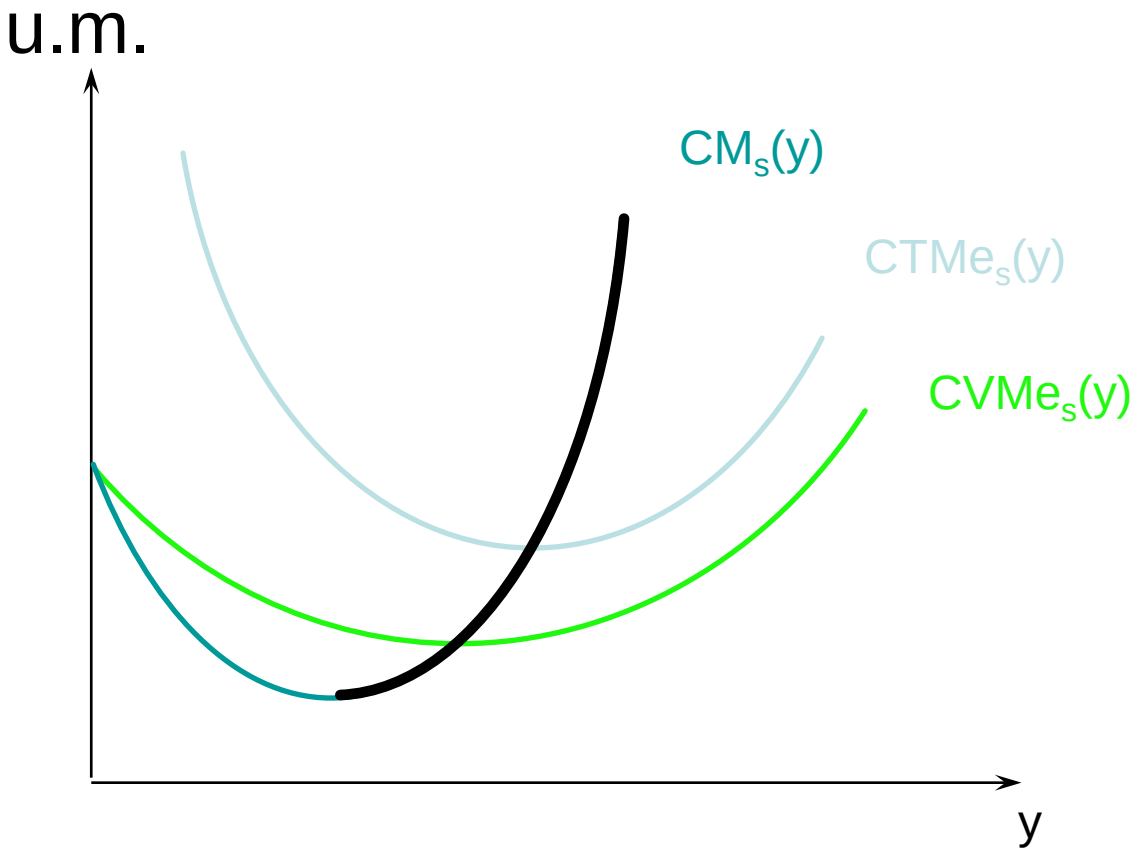

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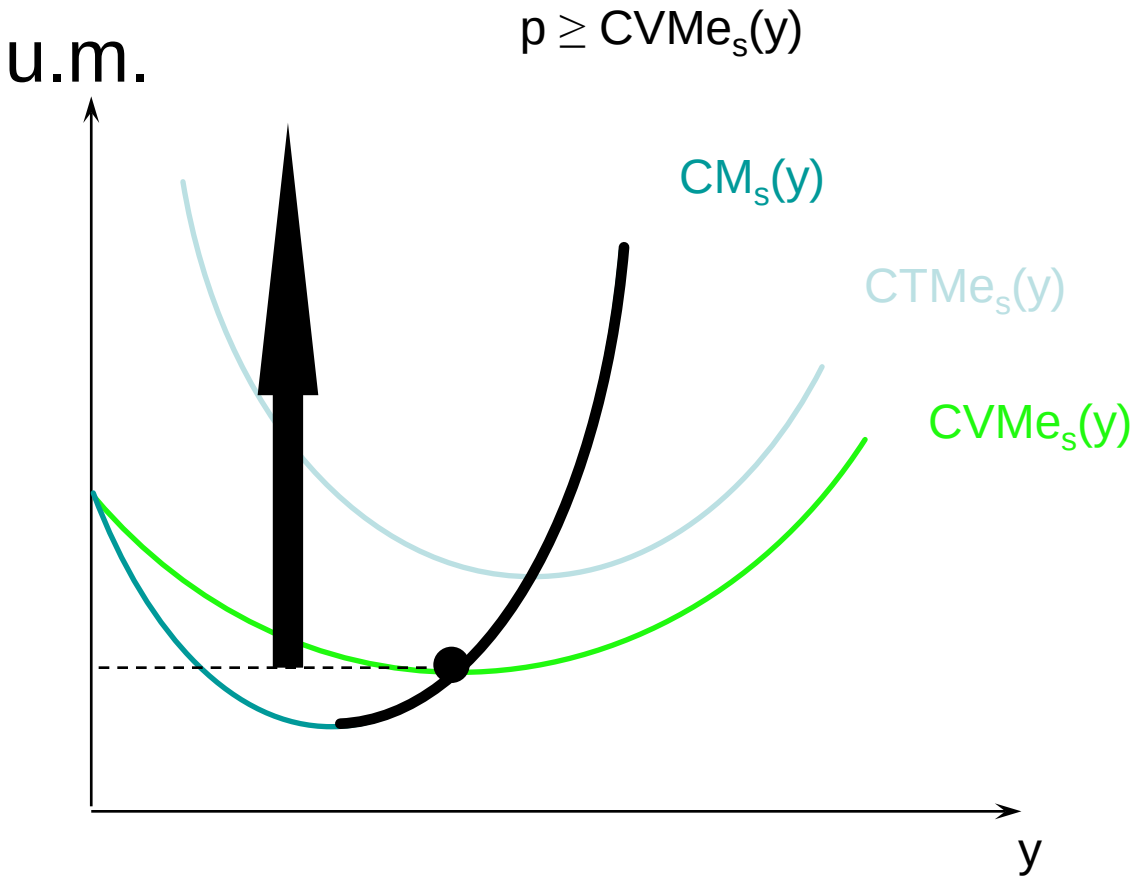
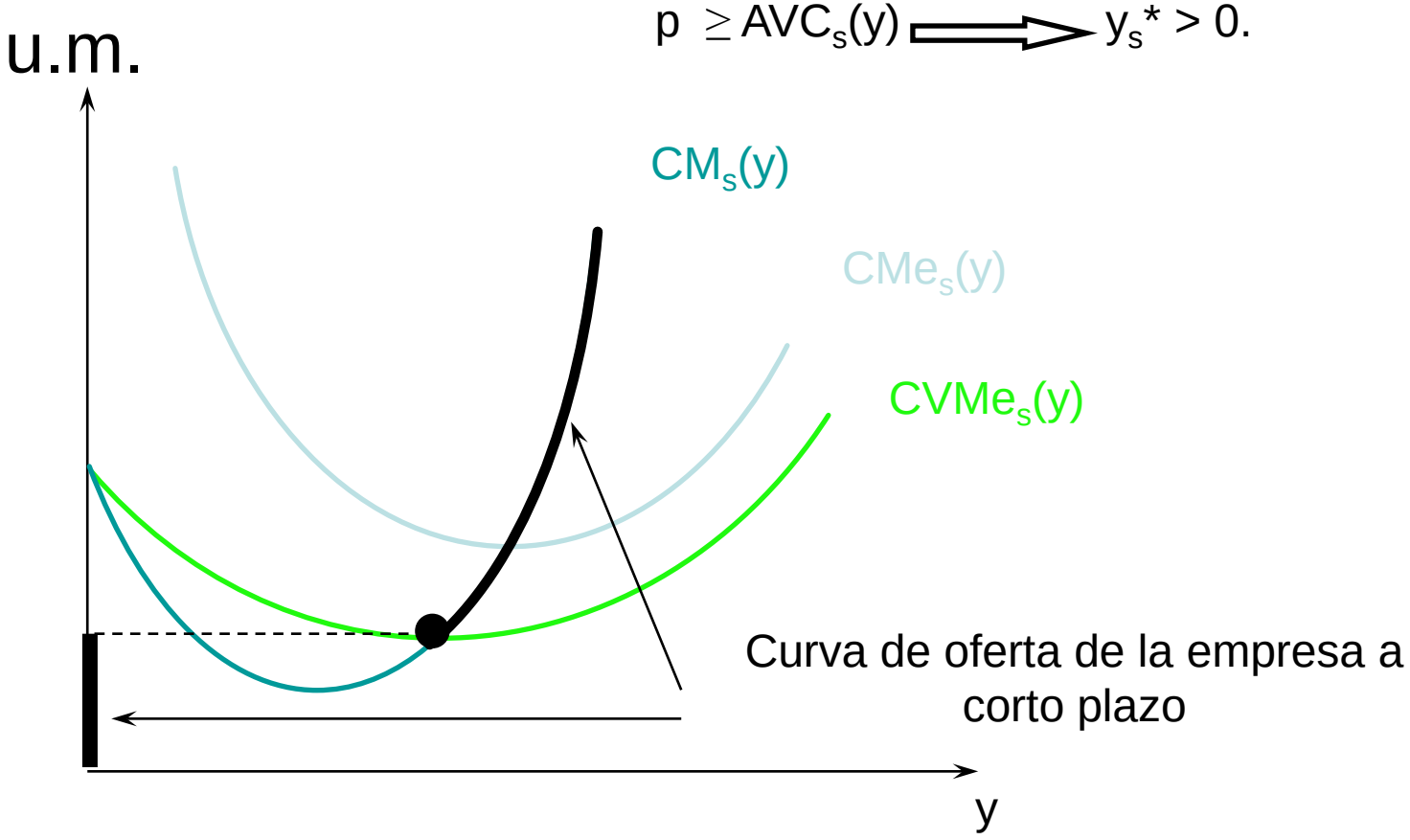


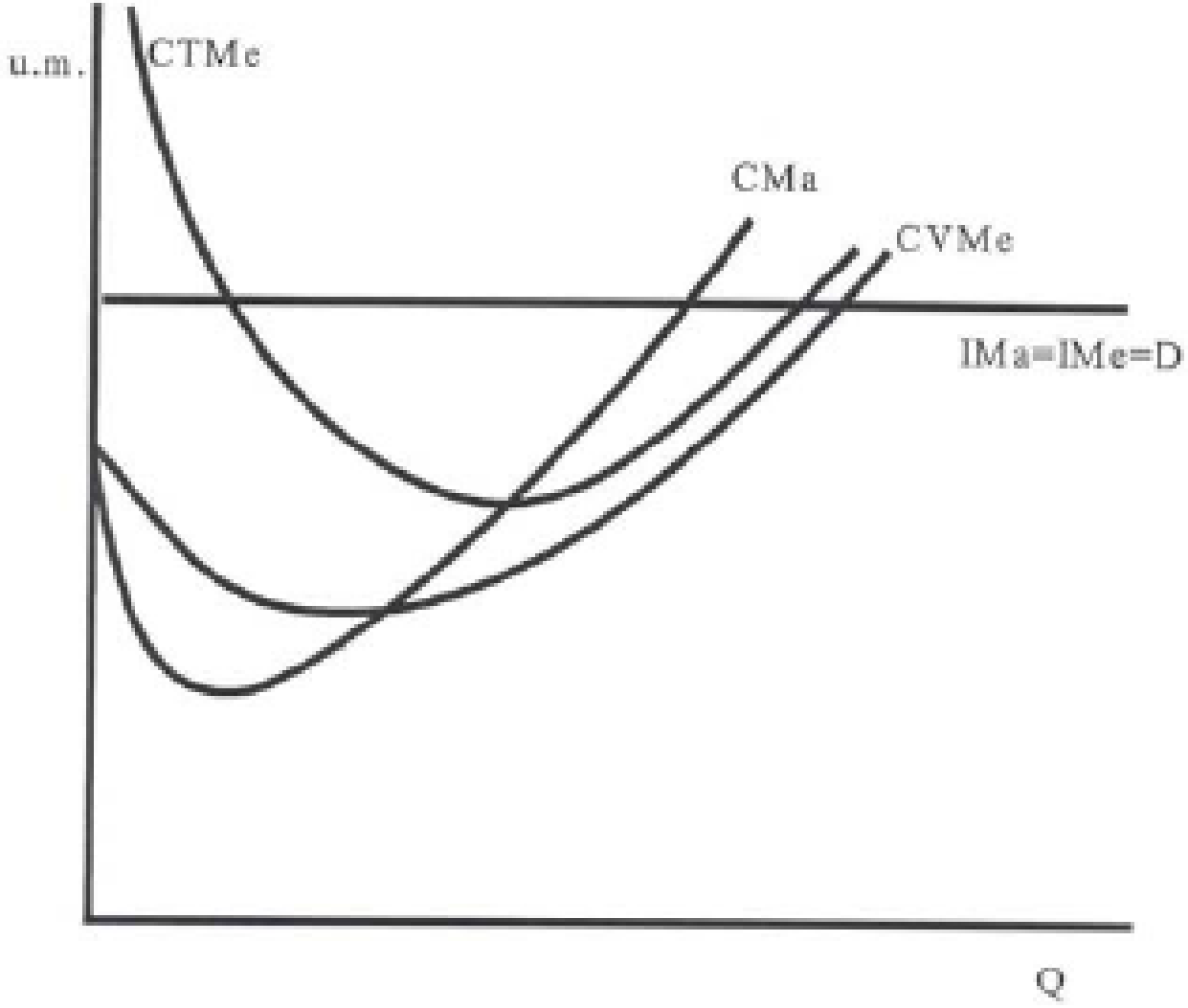
# La curva de oferta de la empresa a c/p

$p \geq AVC_s(y) \Longrightarrow y_s^* > 0.$




$p < AVC_s(y) \Longrightarrow y_s^* = 0.$

# EMPRESA CON BENEFICIOS



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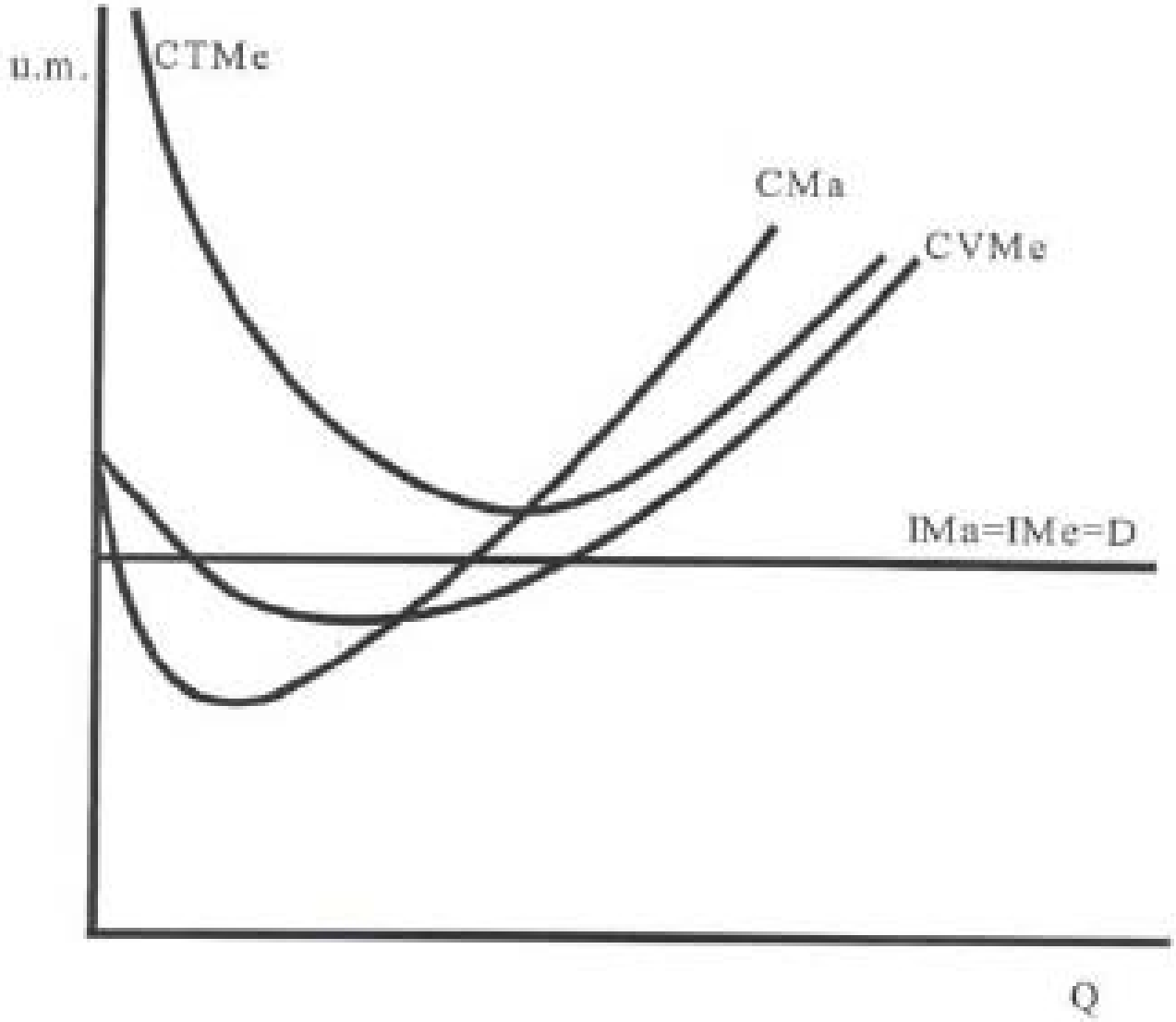

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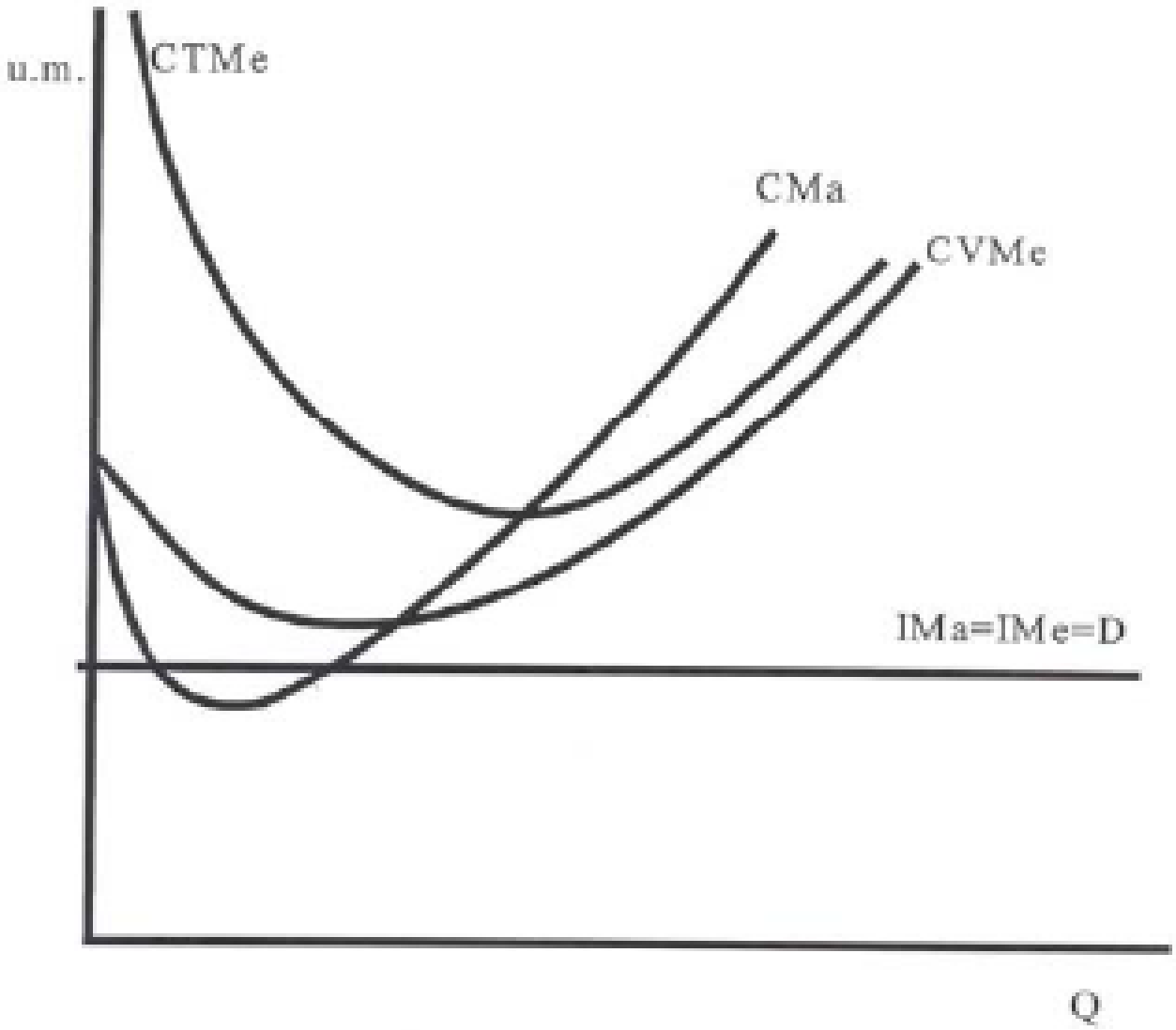

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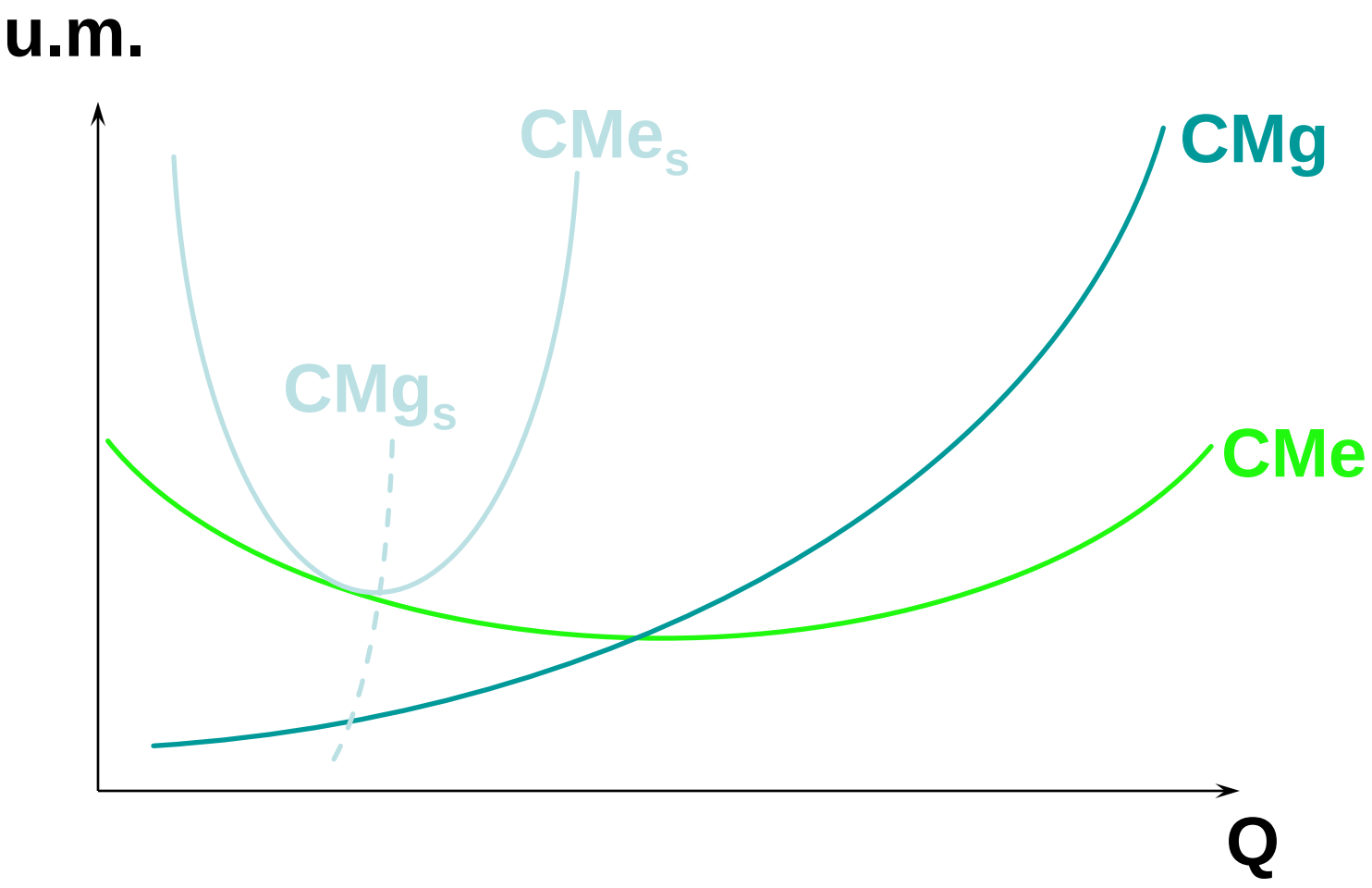

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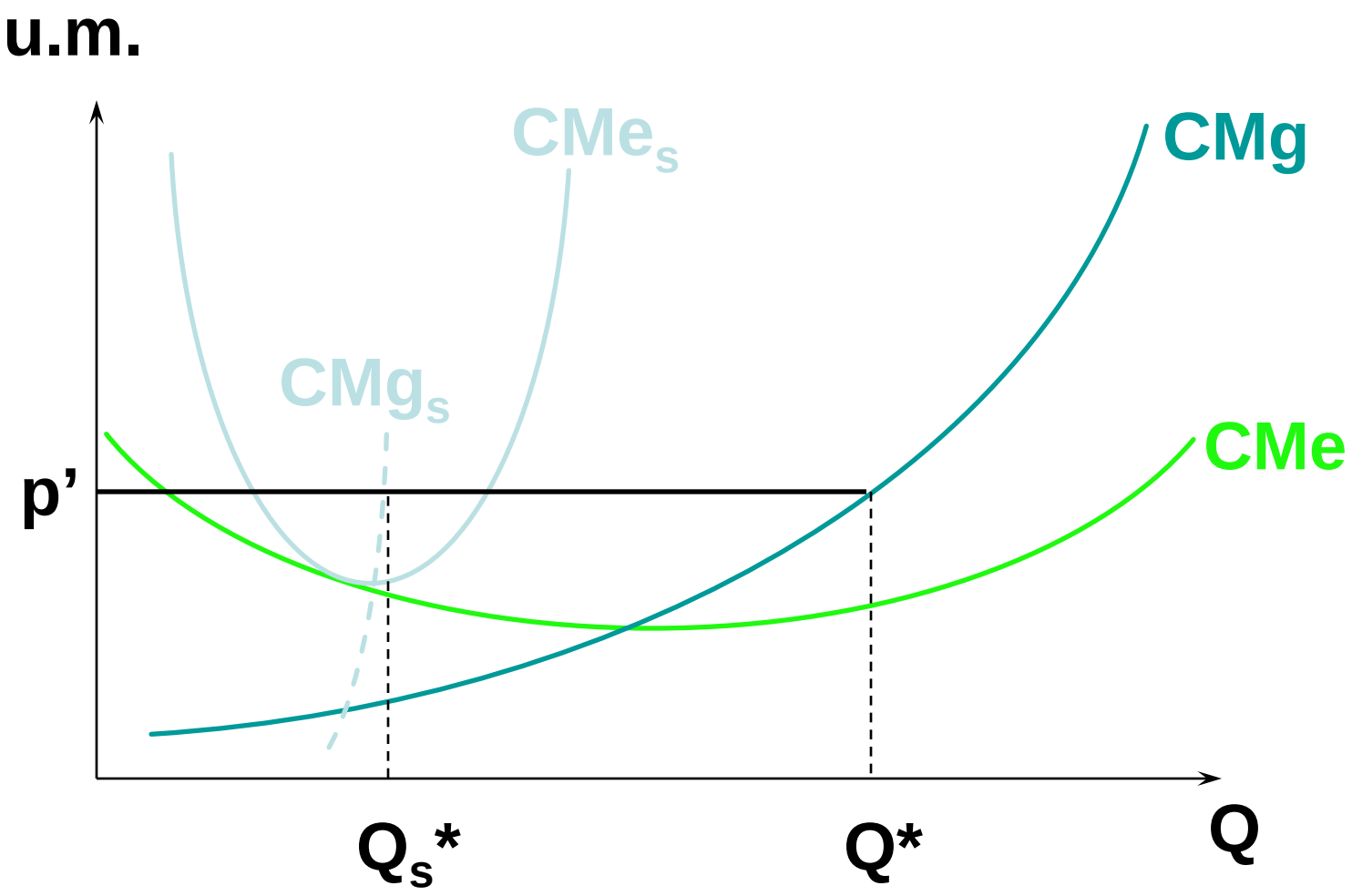

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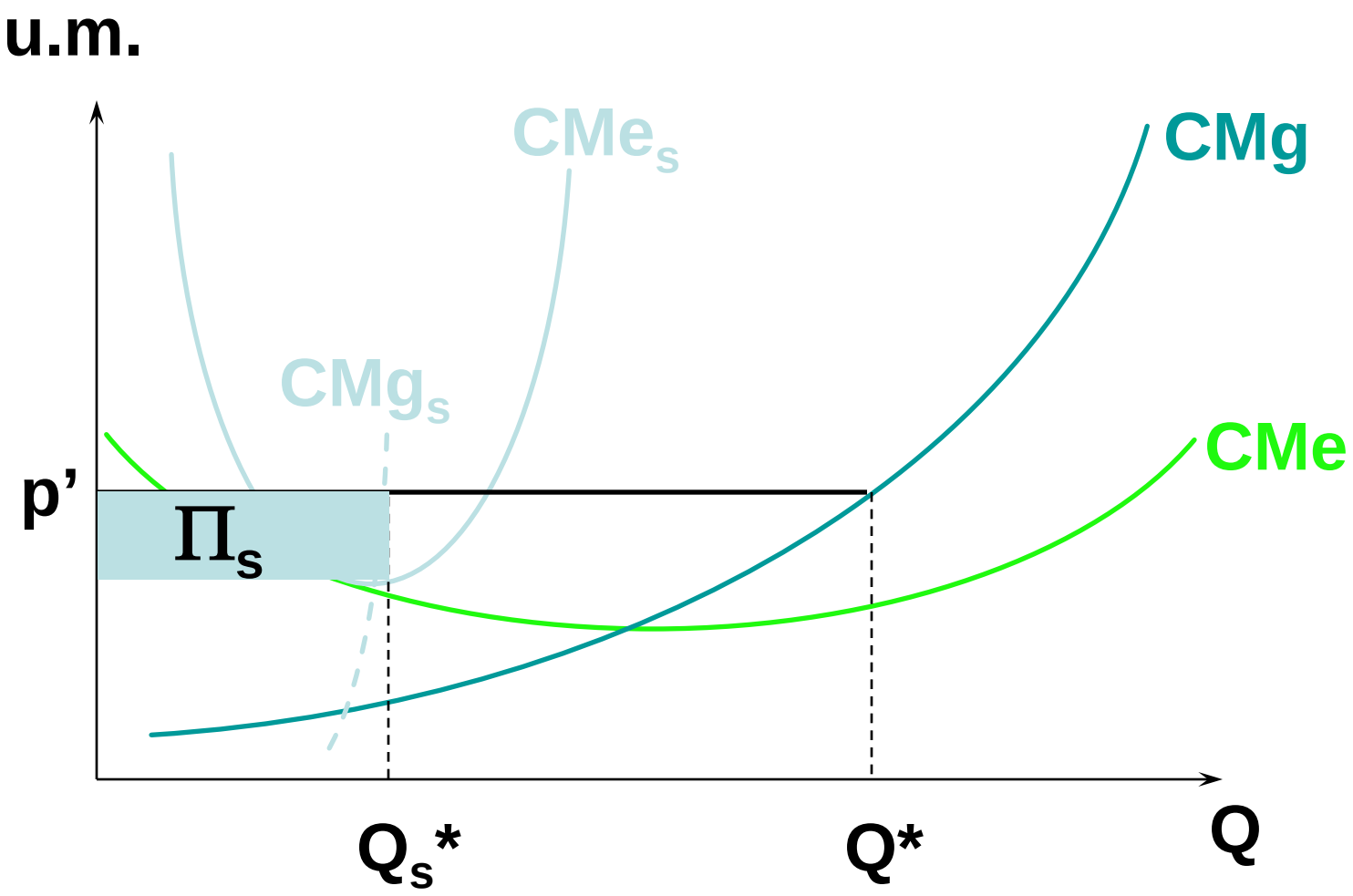

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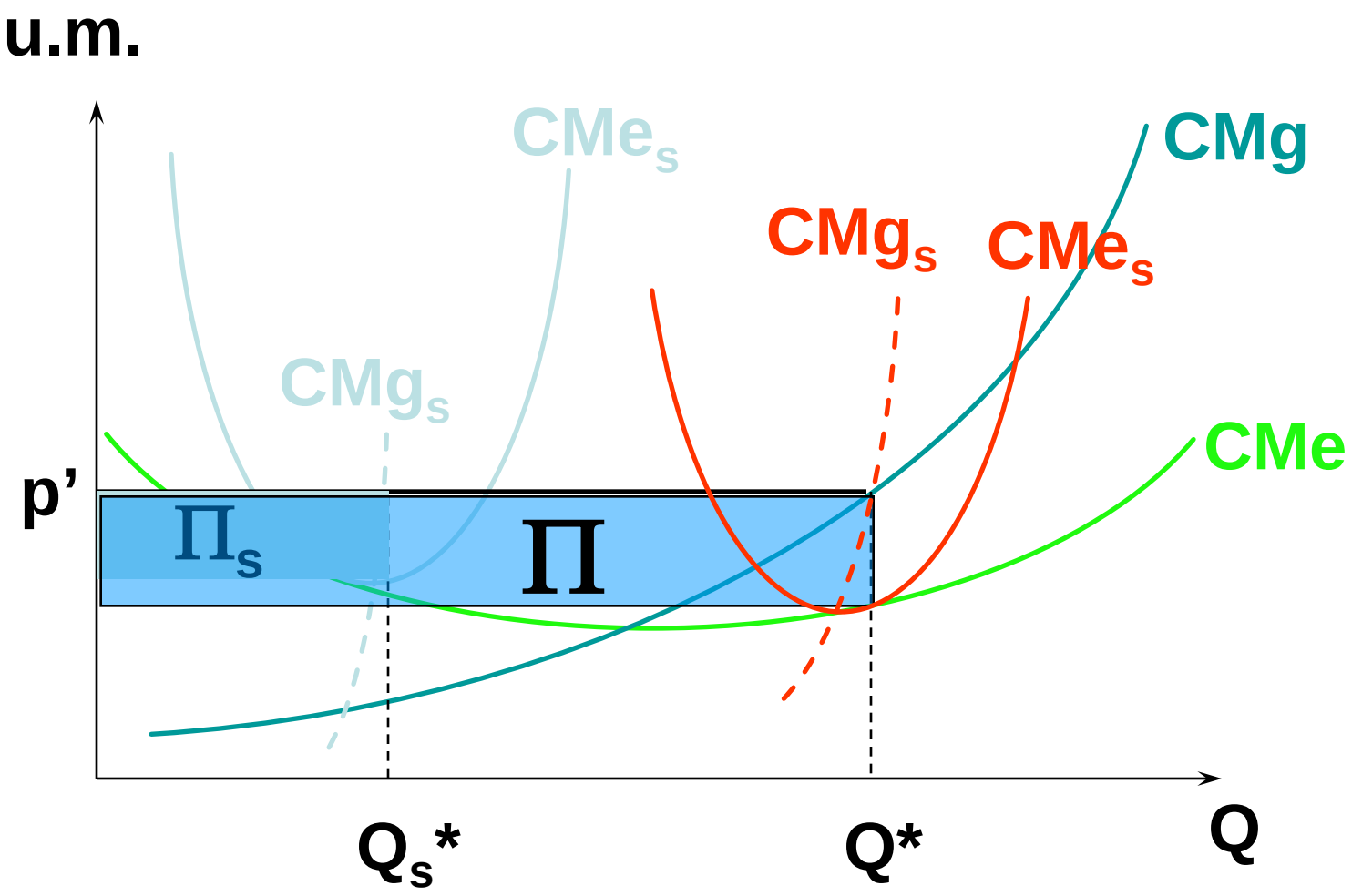

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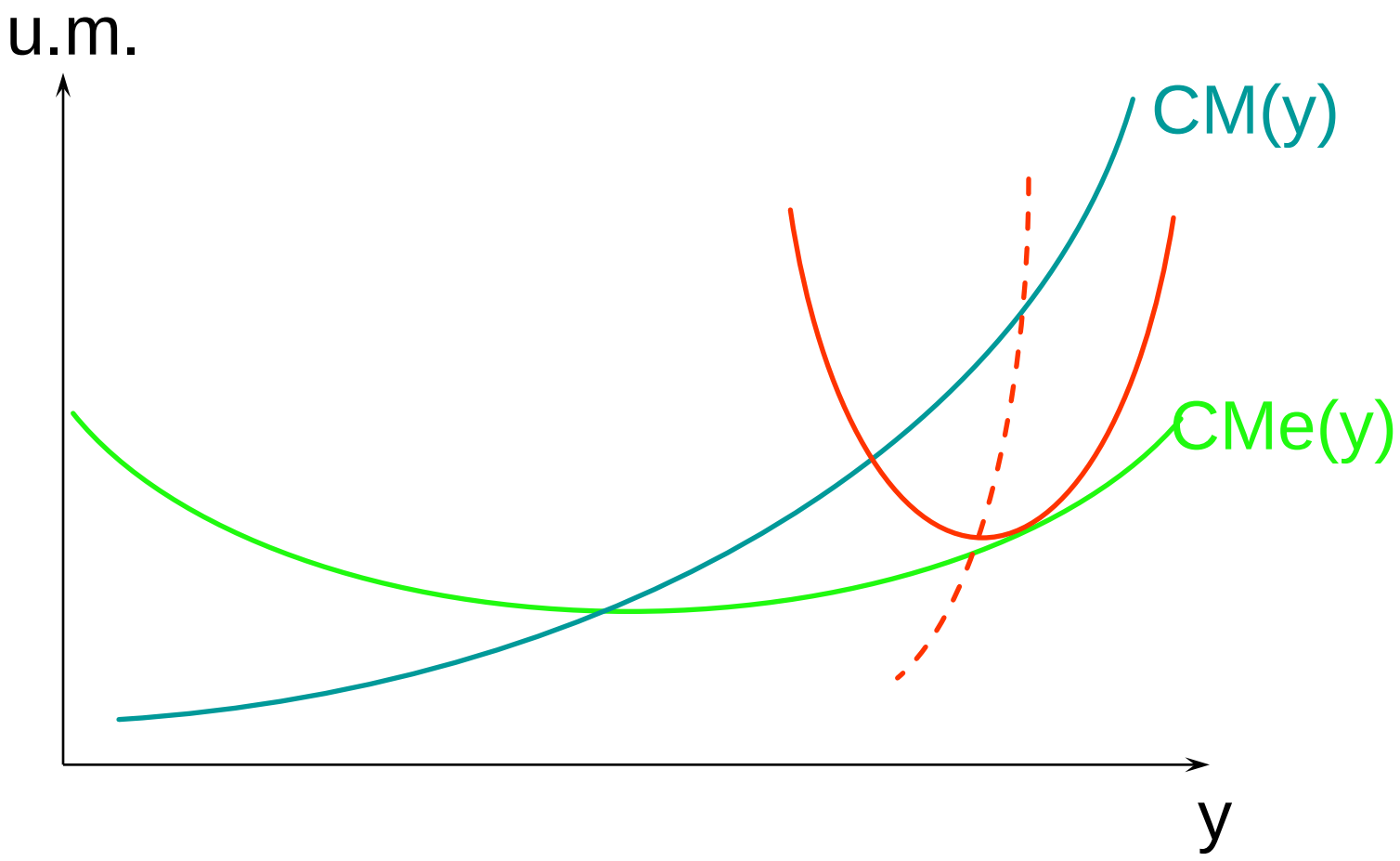

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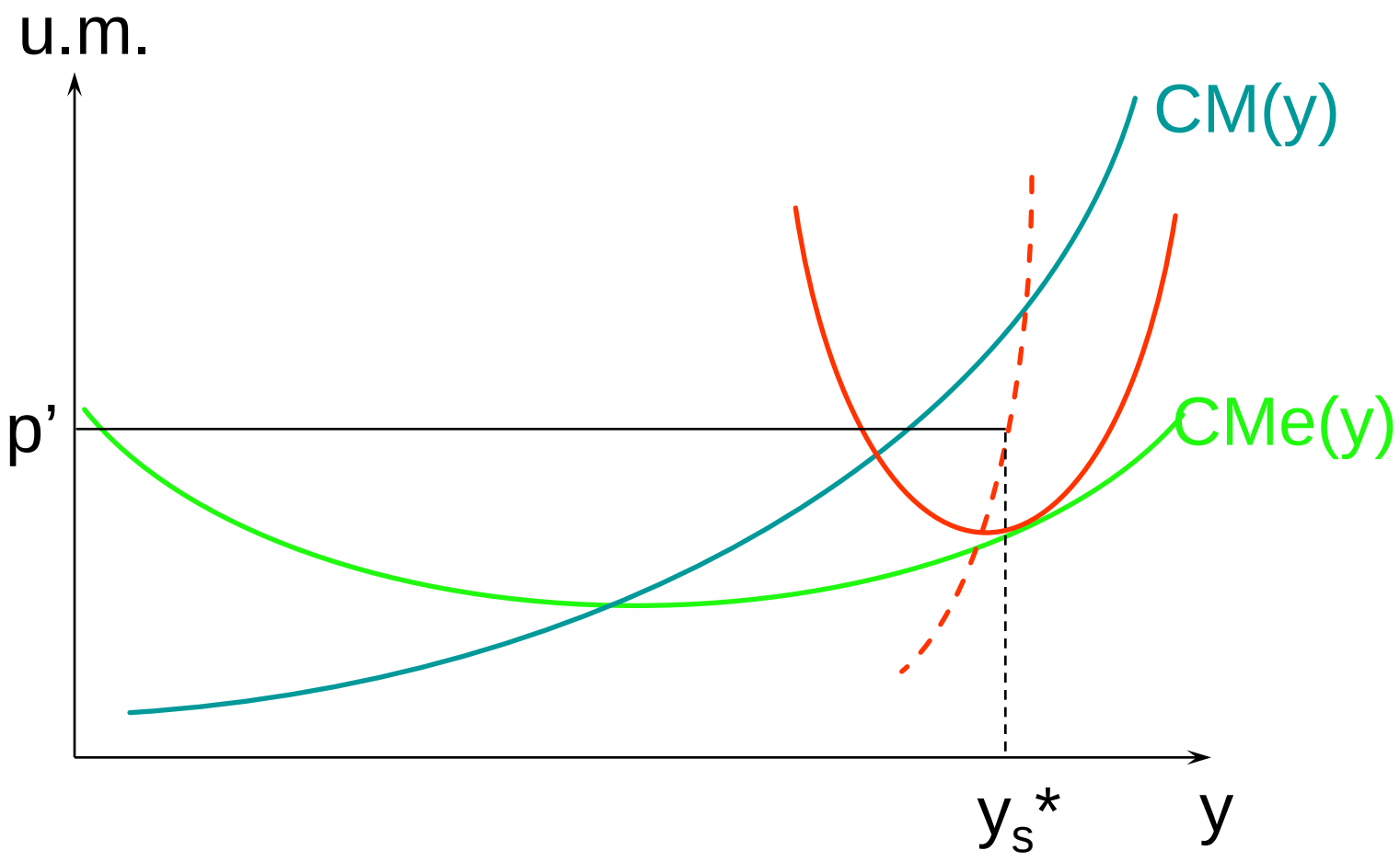

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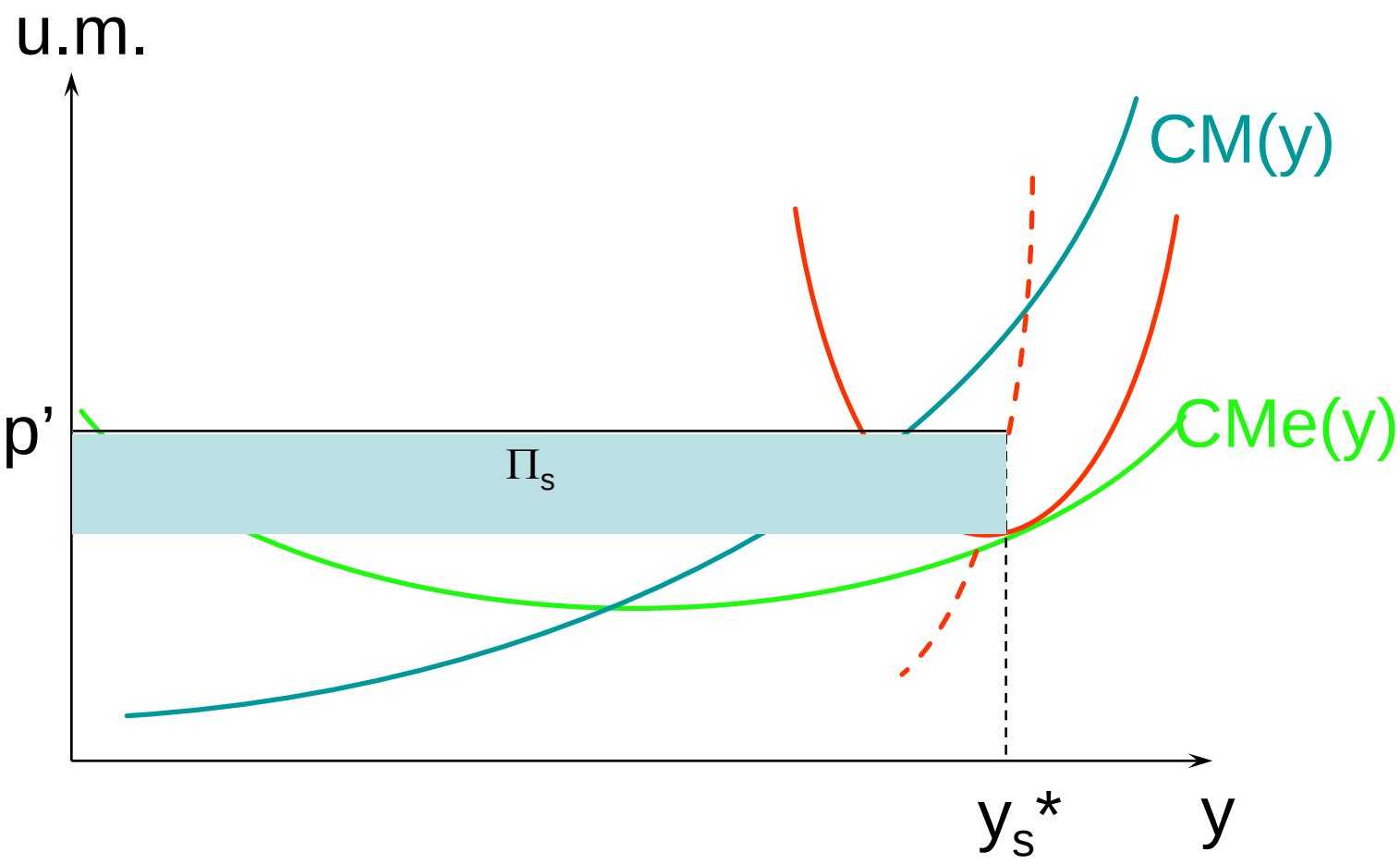

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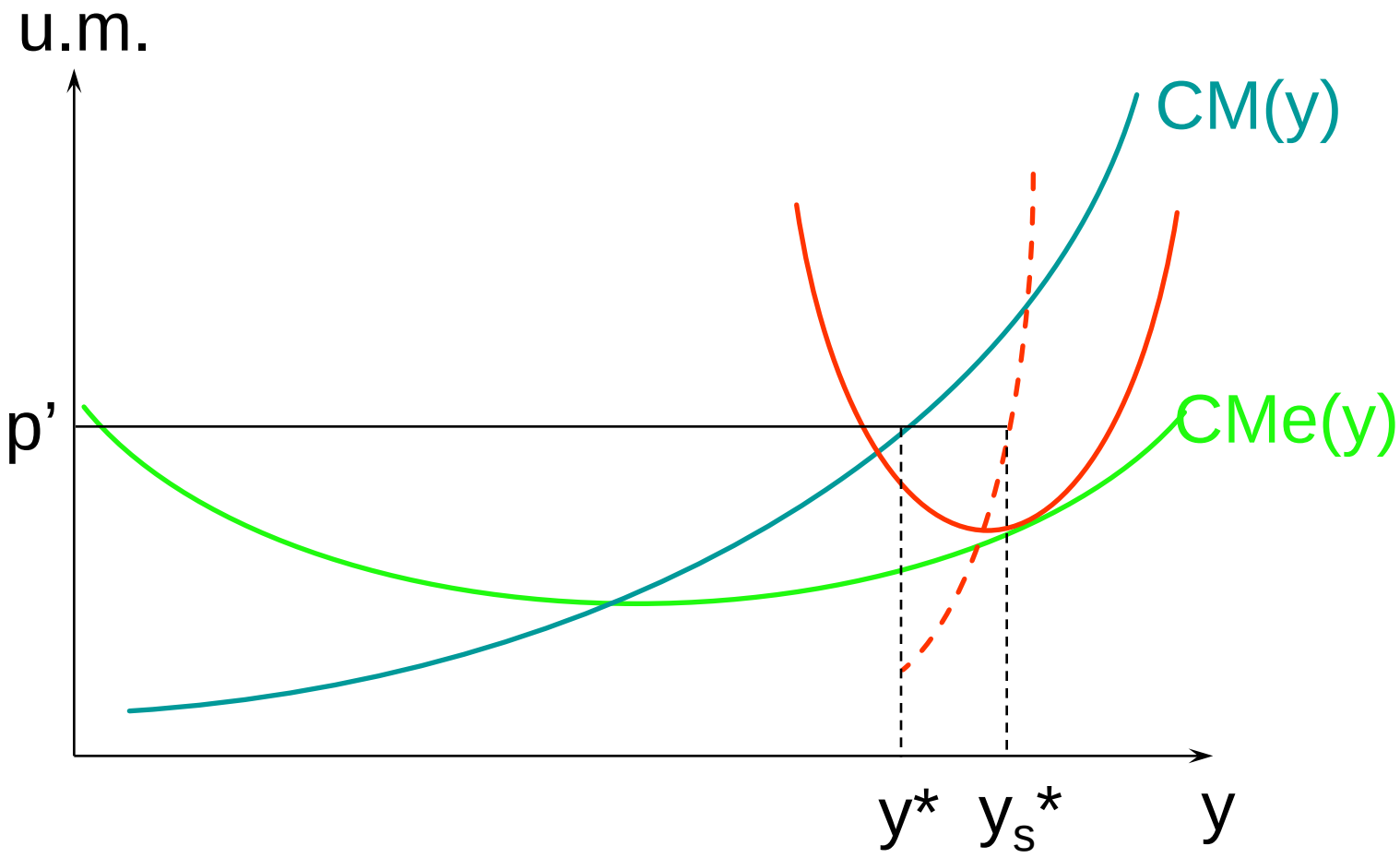

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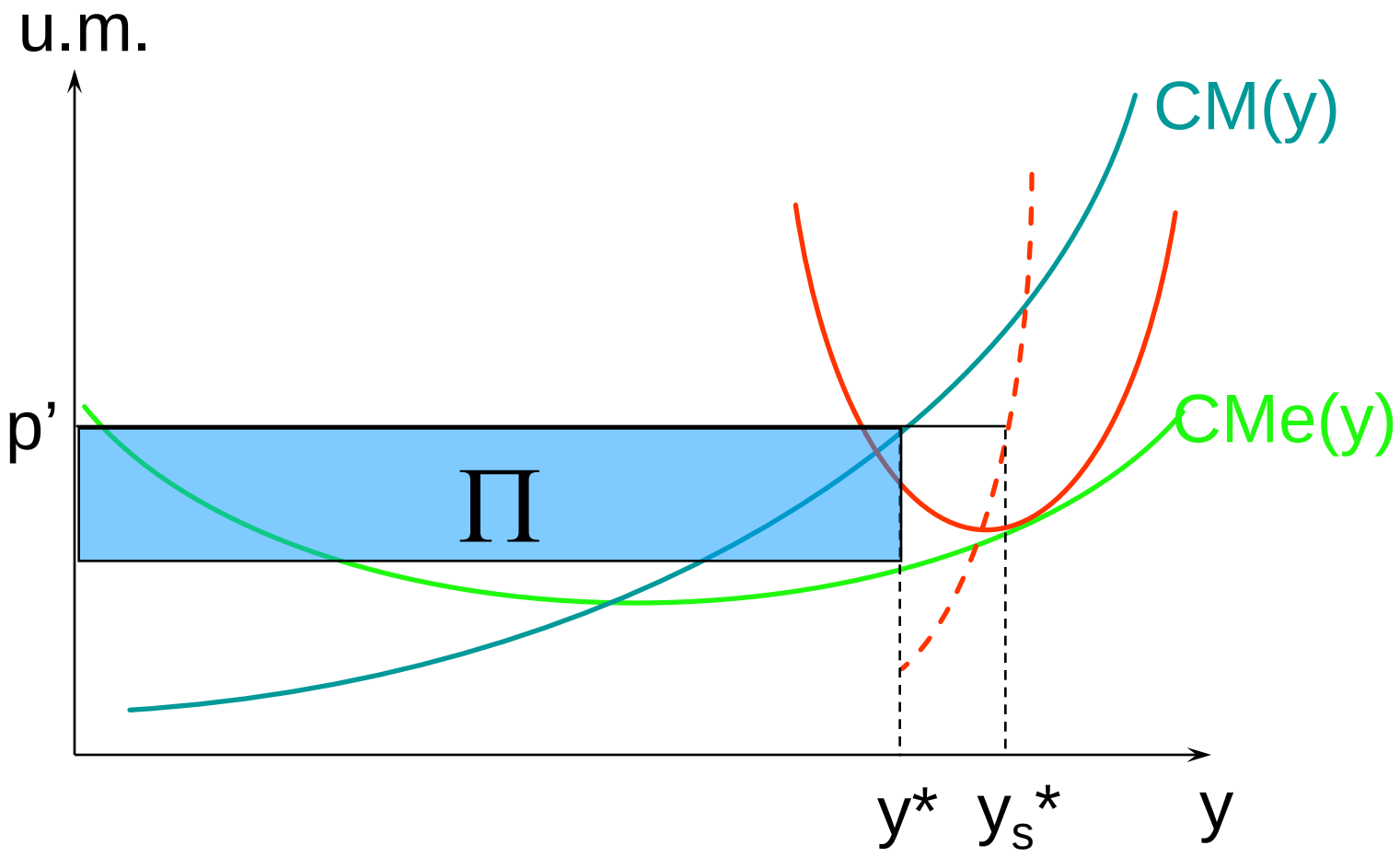

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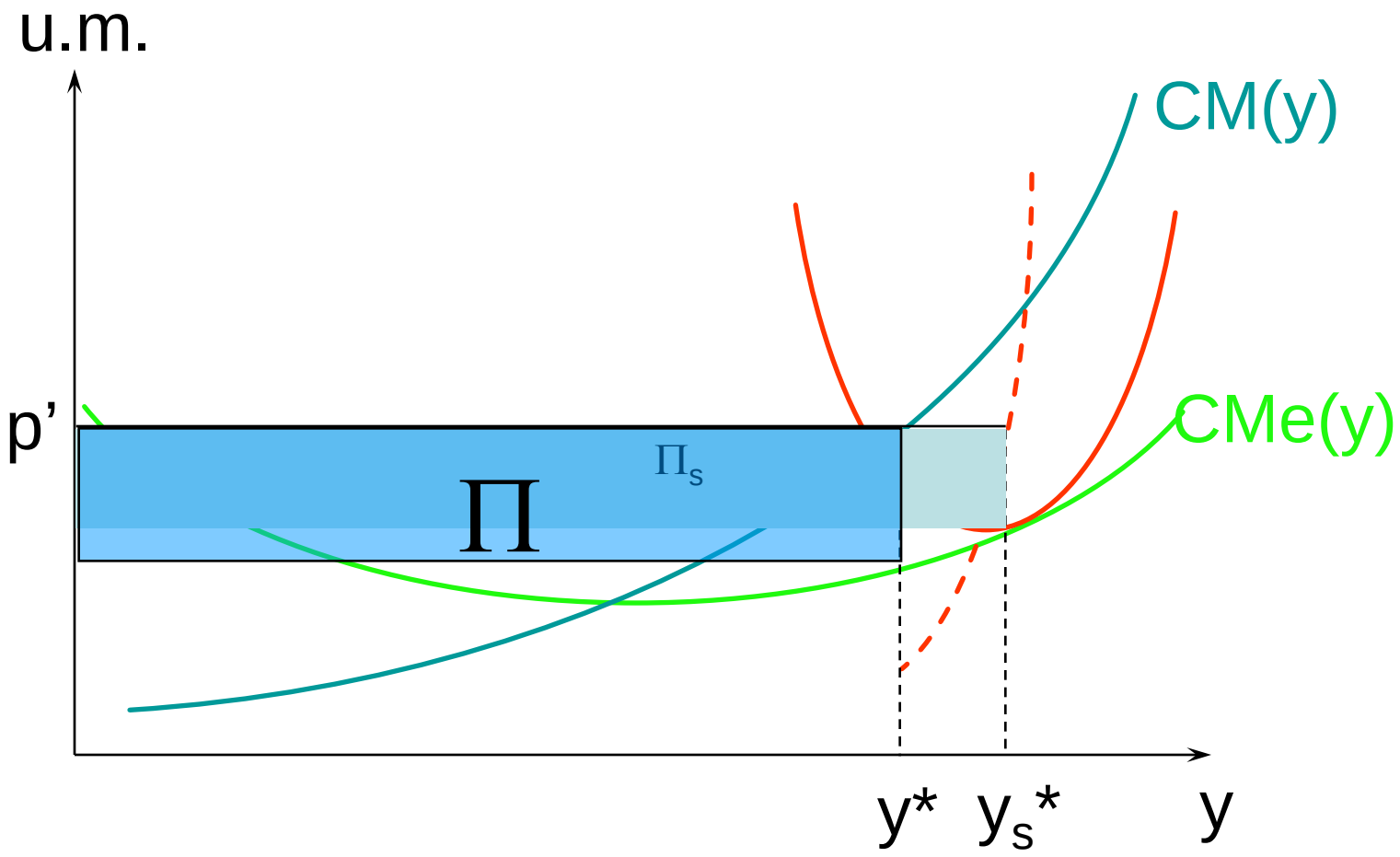

# EL EQUILIBRIO A LARGO PLAZO

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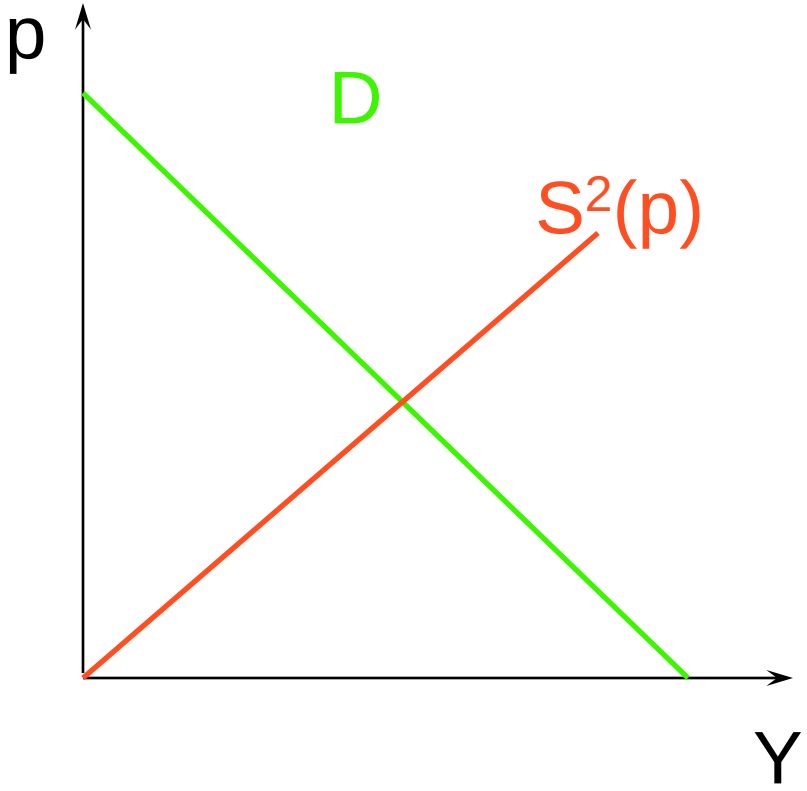
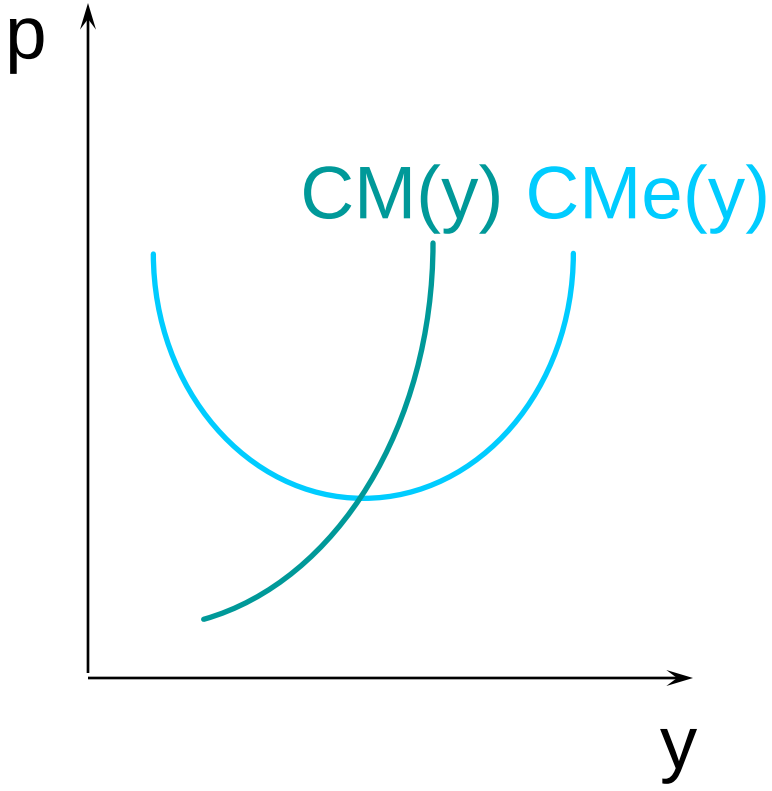



## Una empresa



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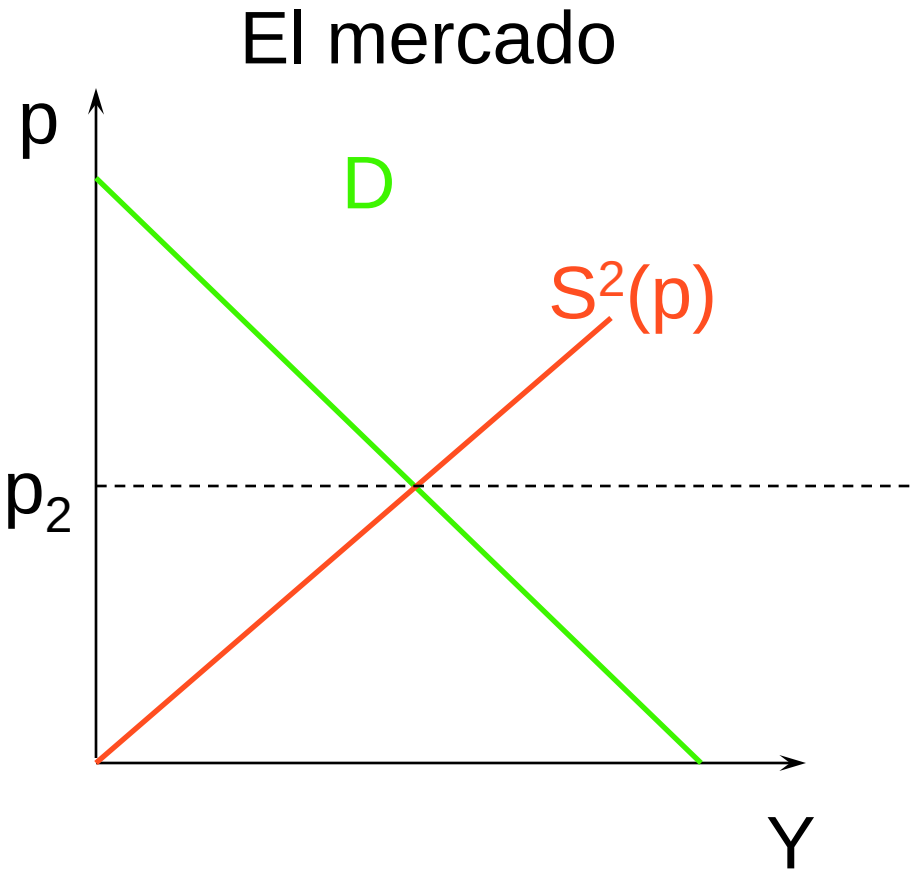


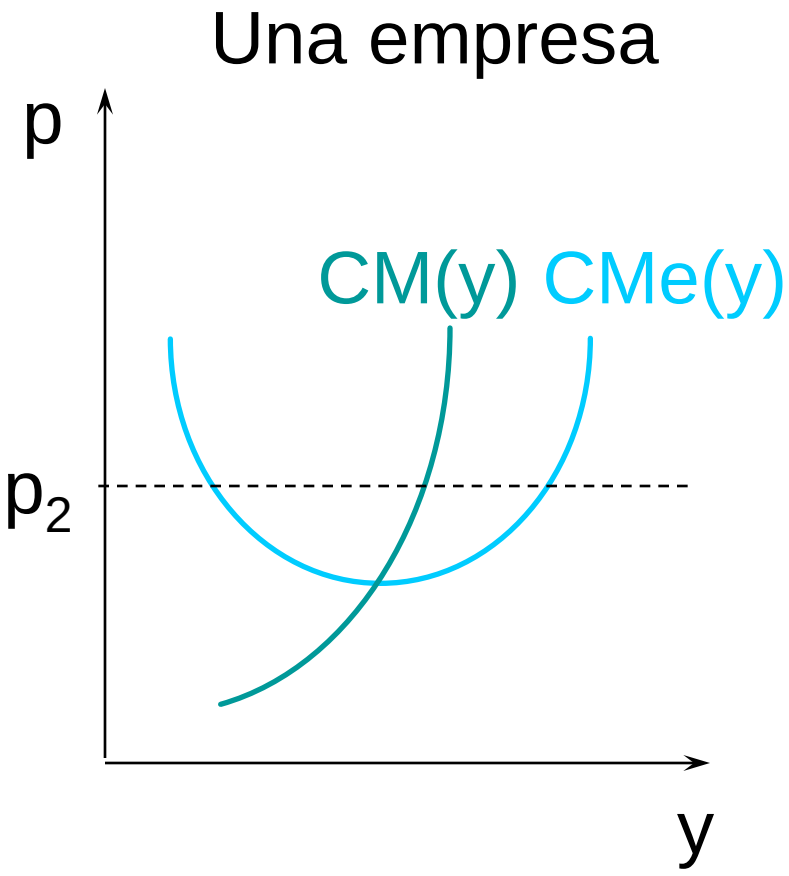

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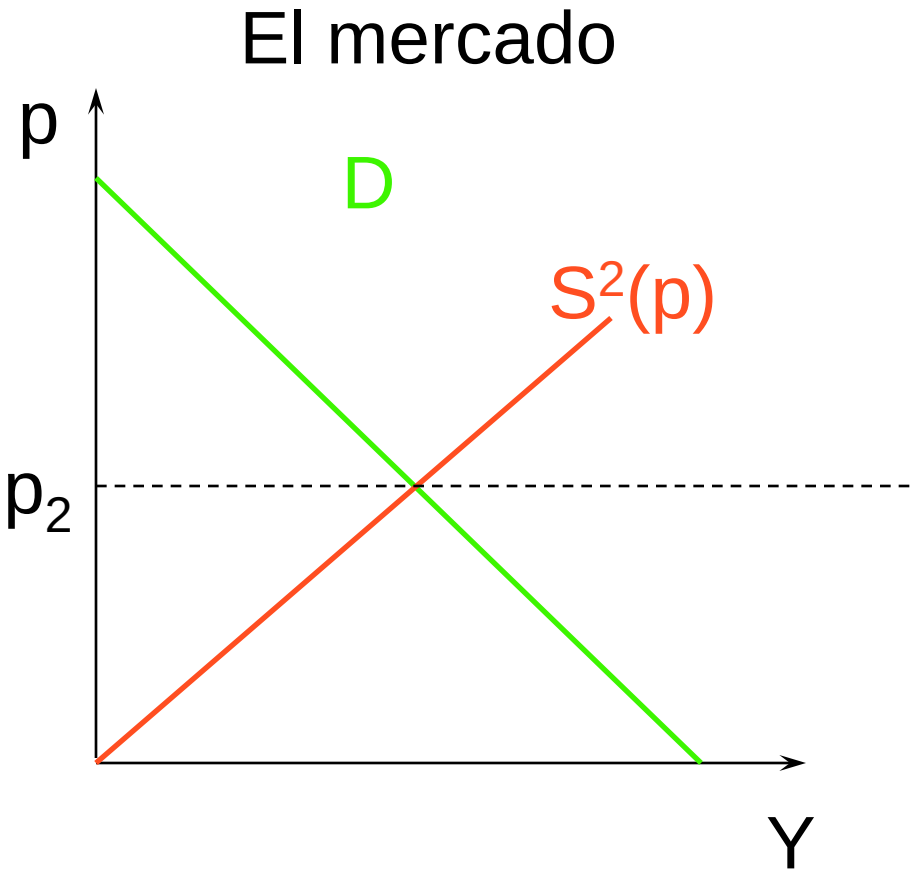


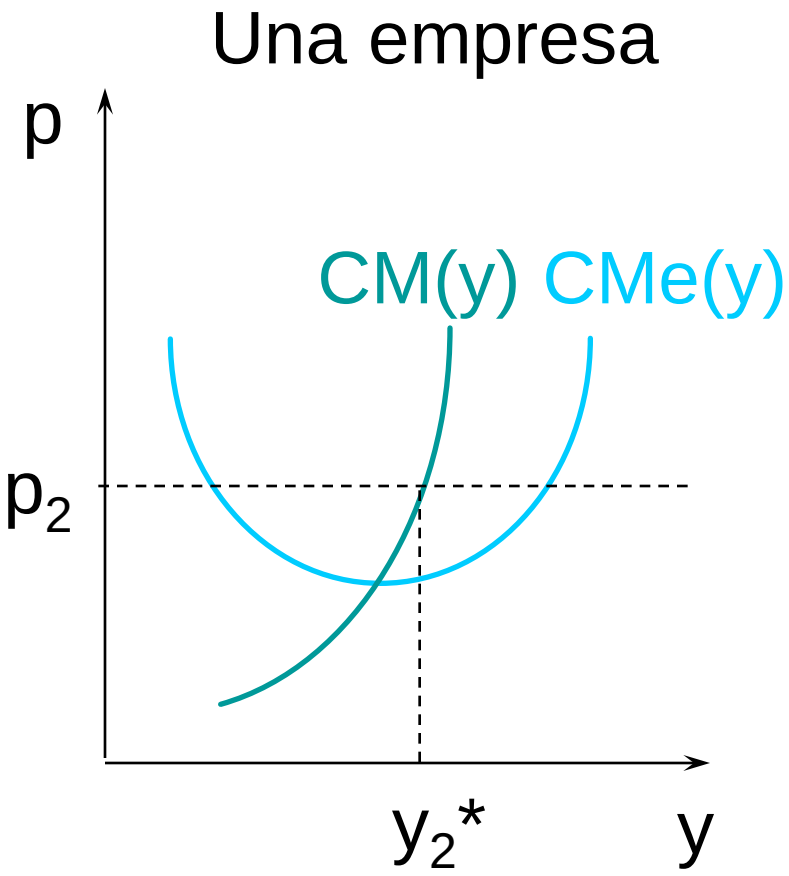

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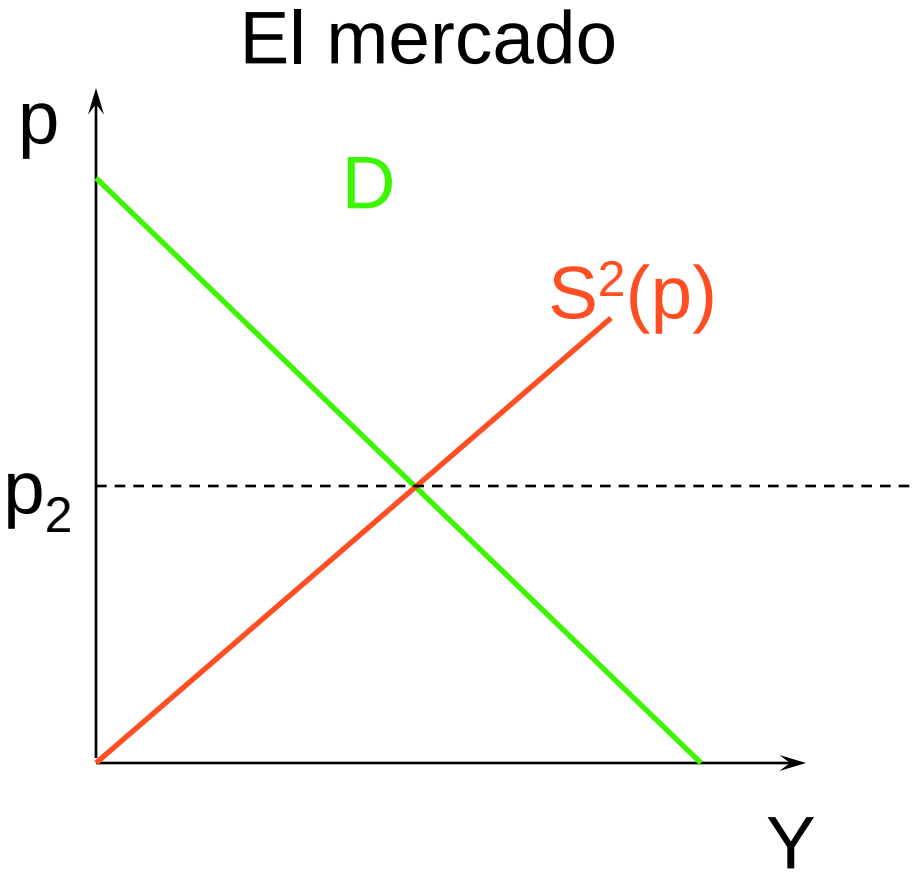


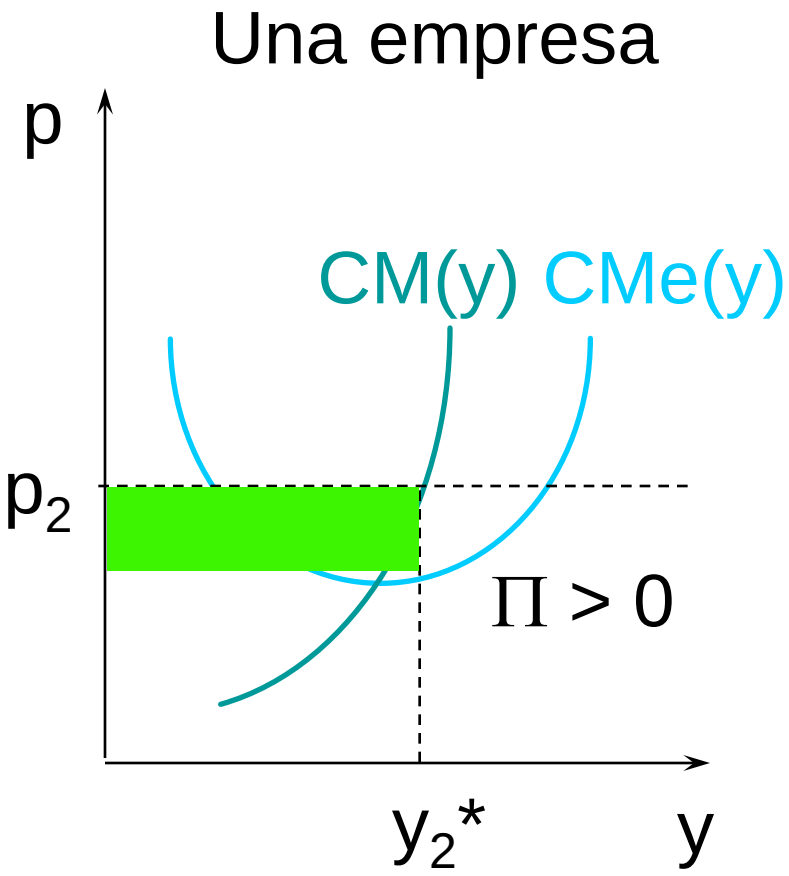

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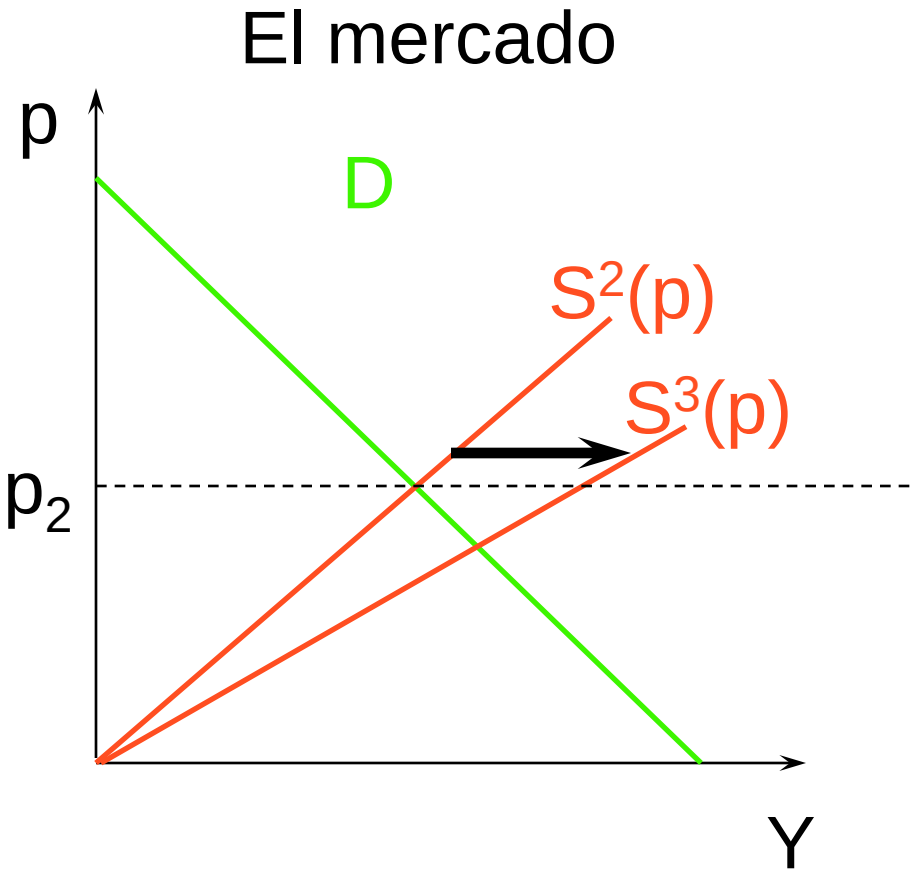


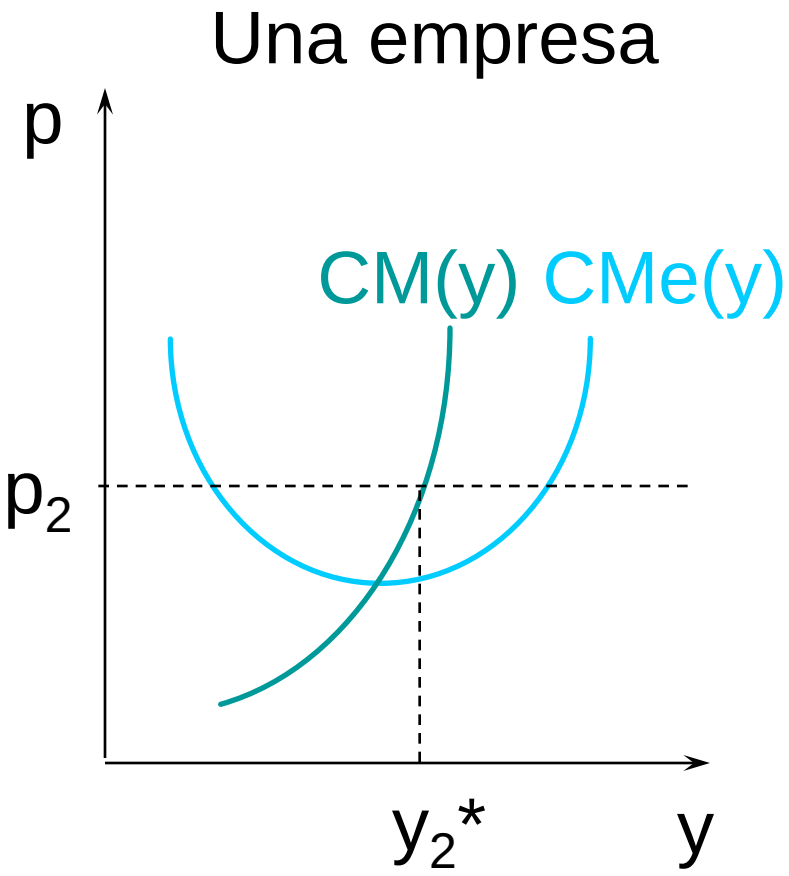

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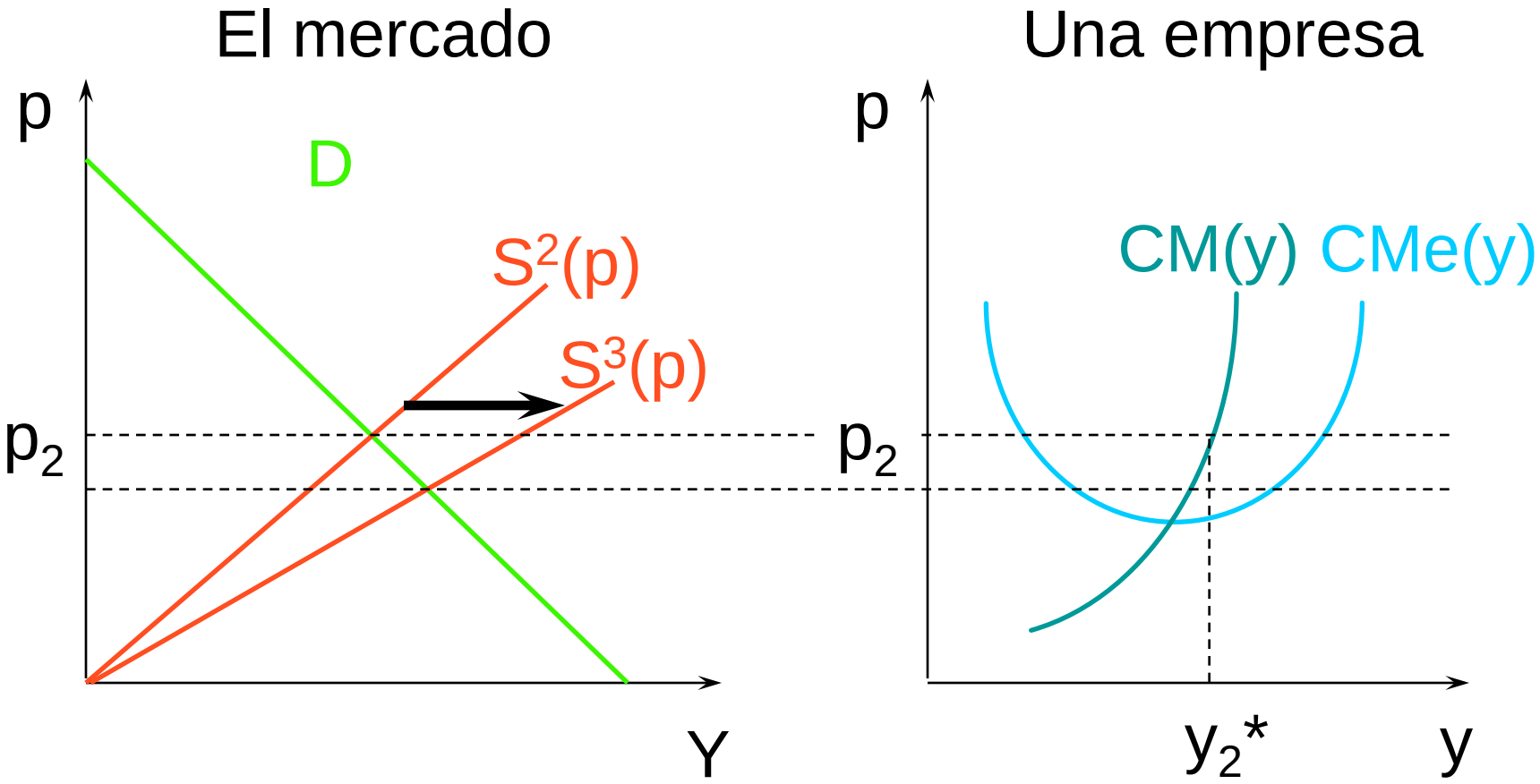

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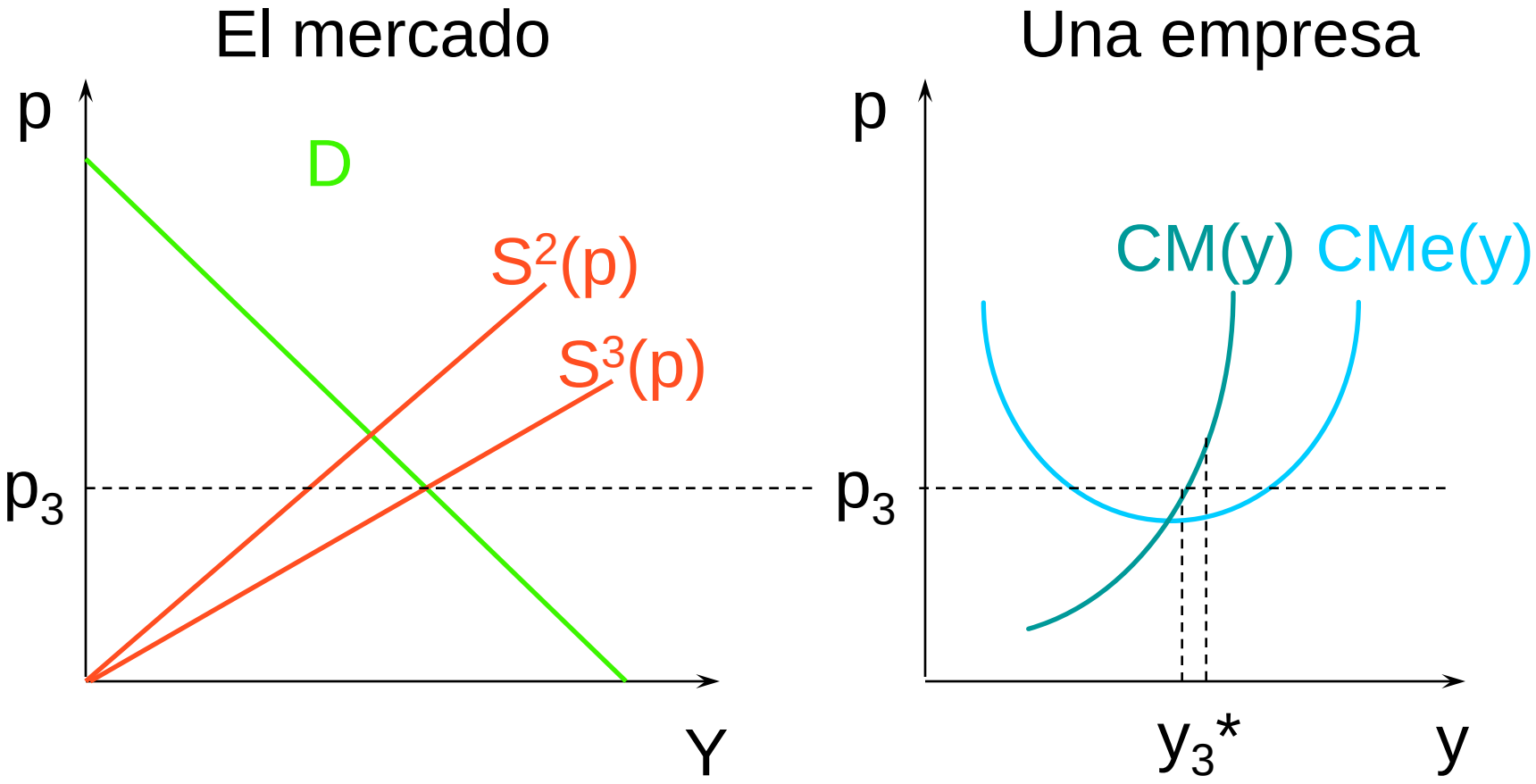

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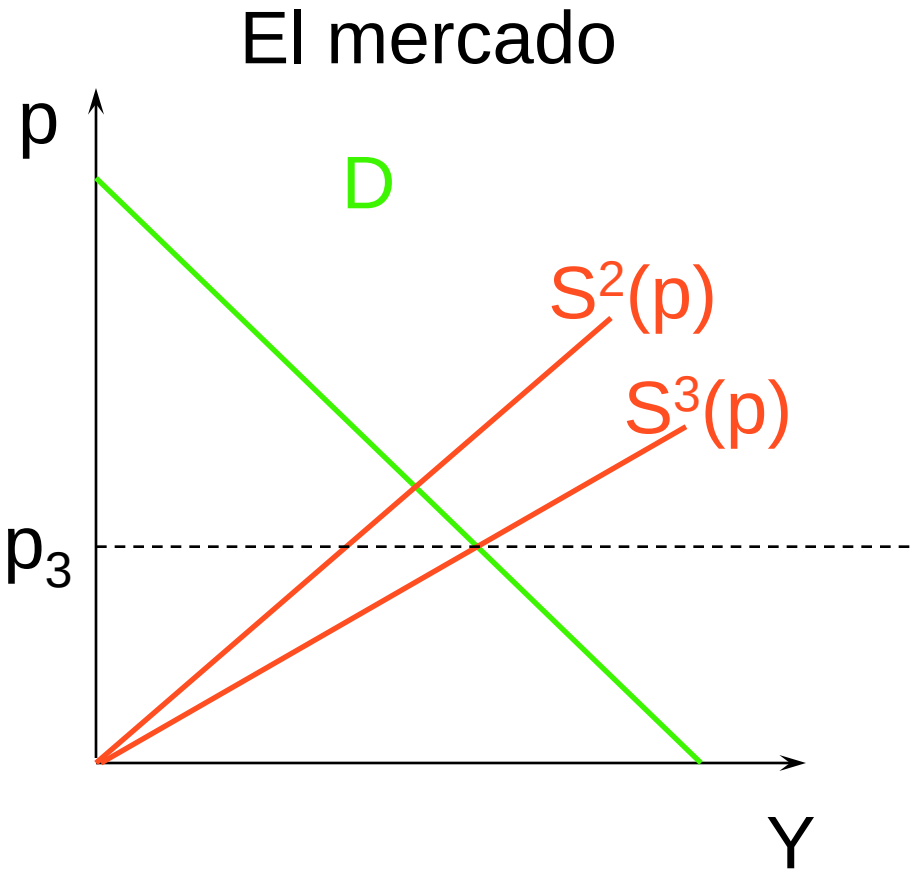


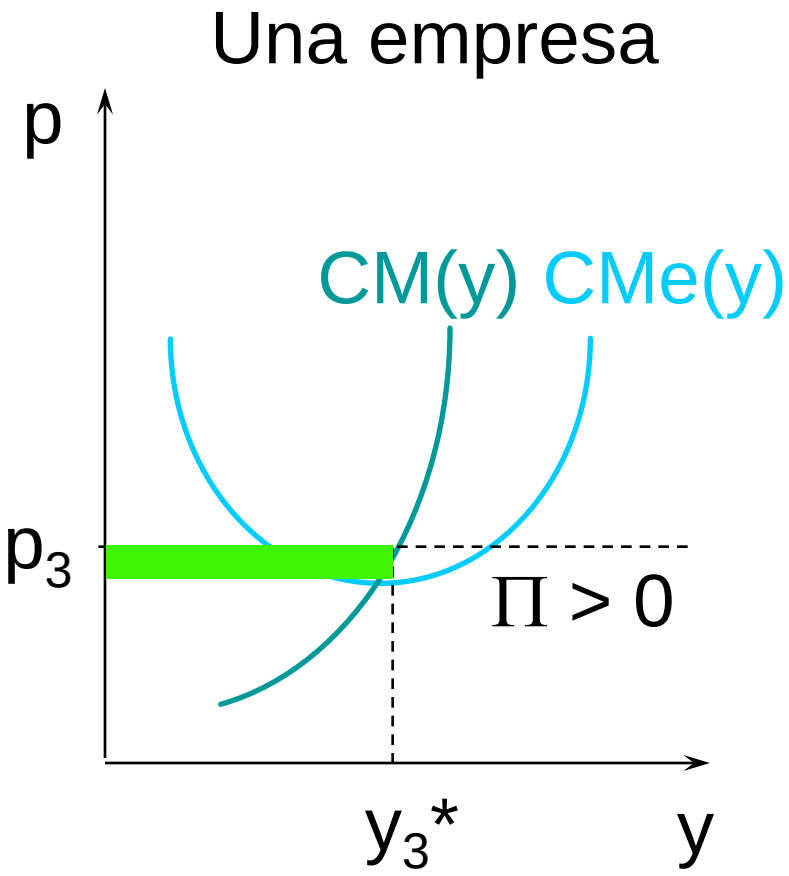

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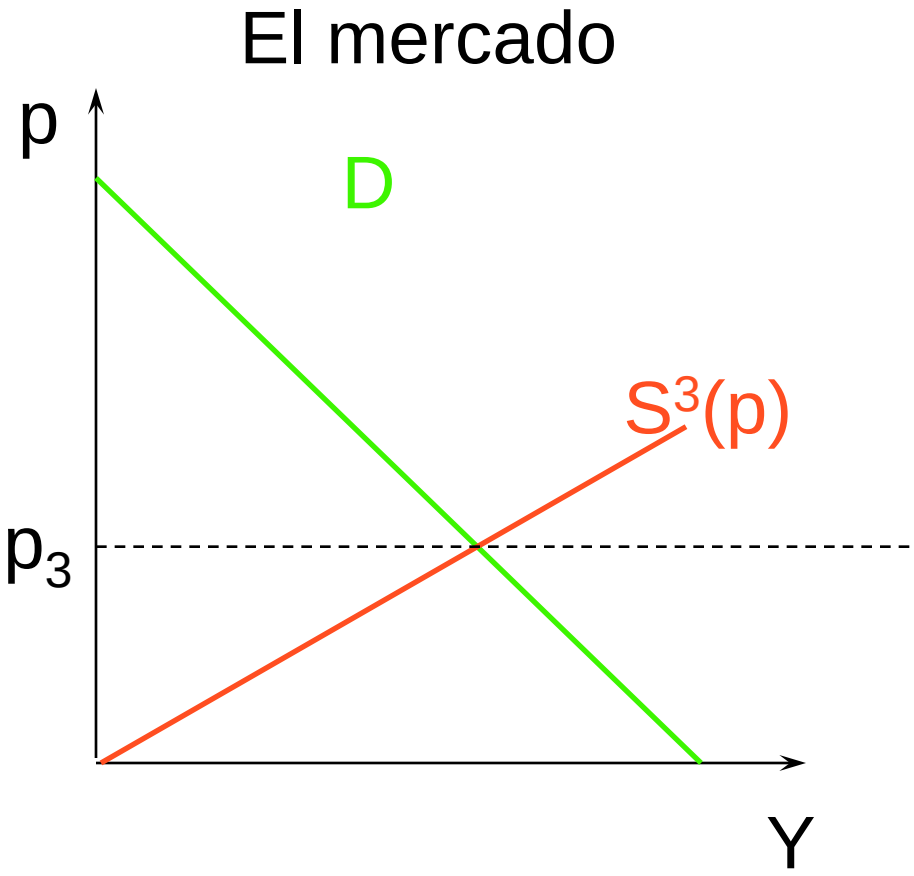


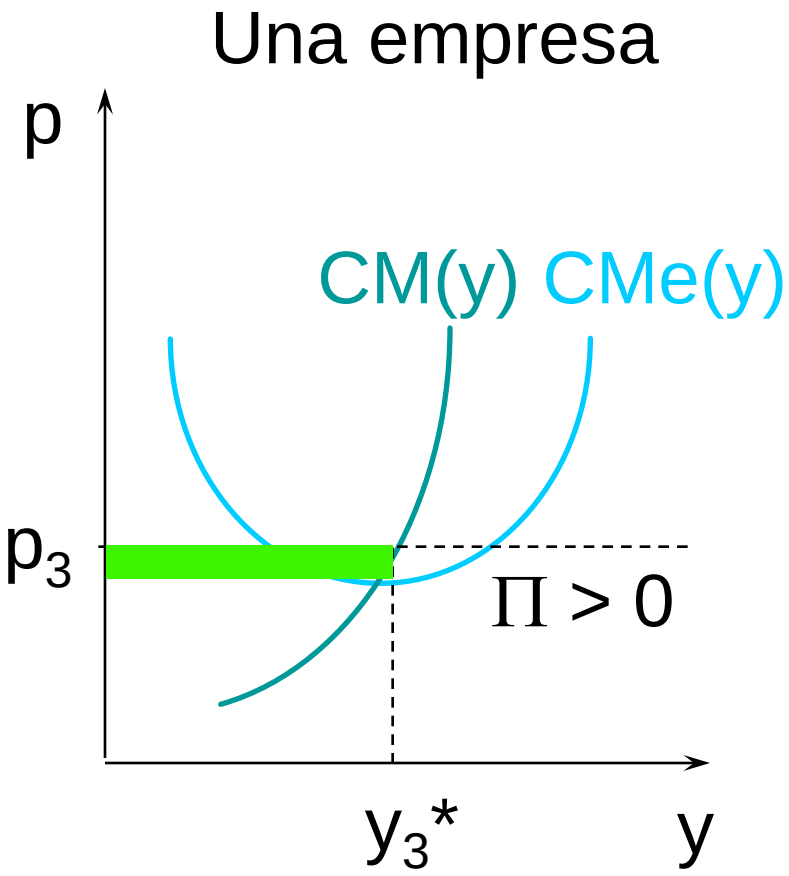

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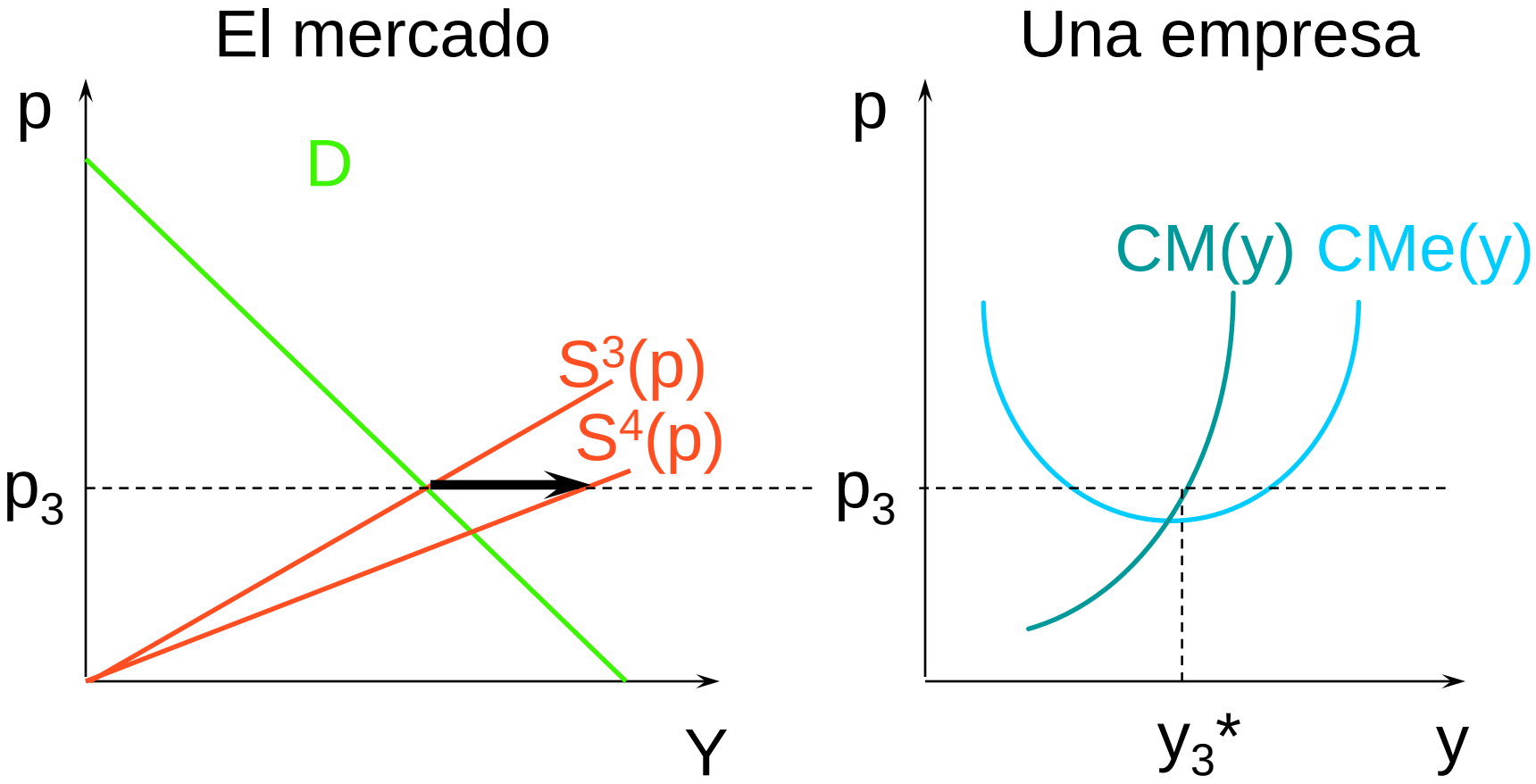

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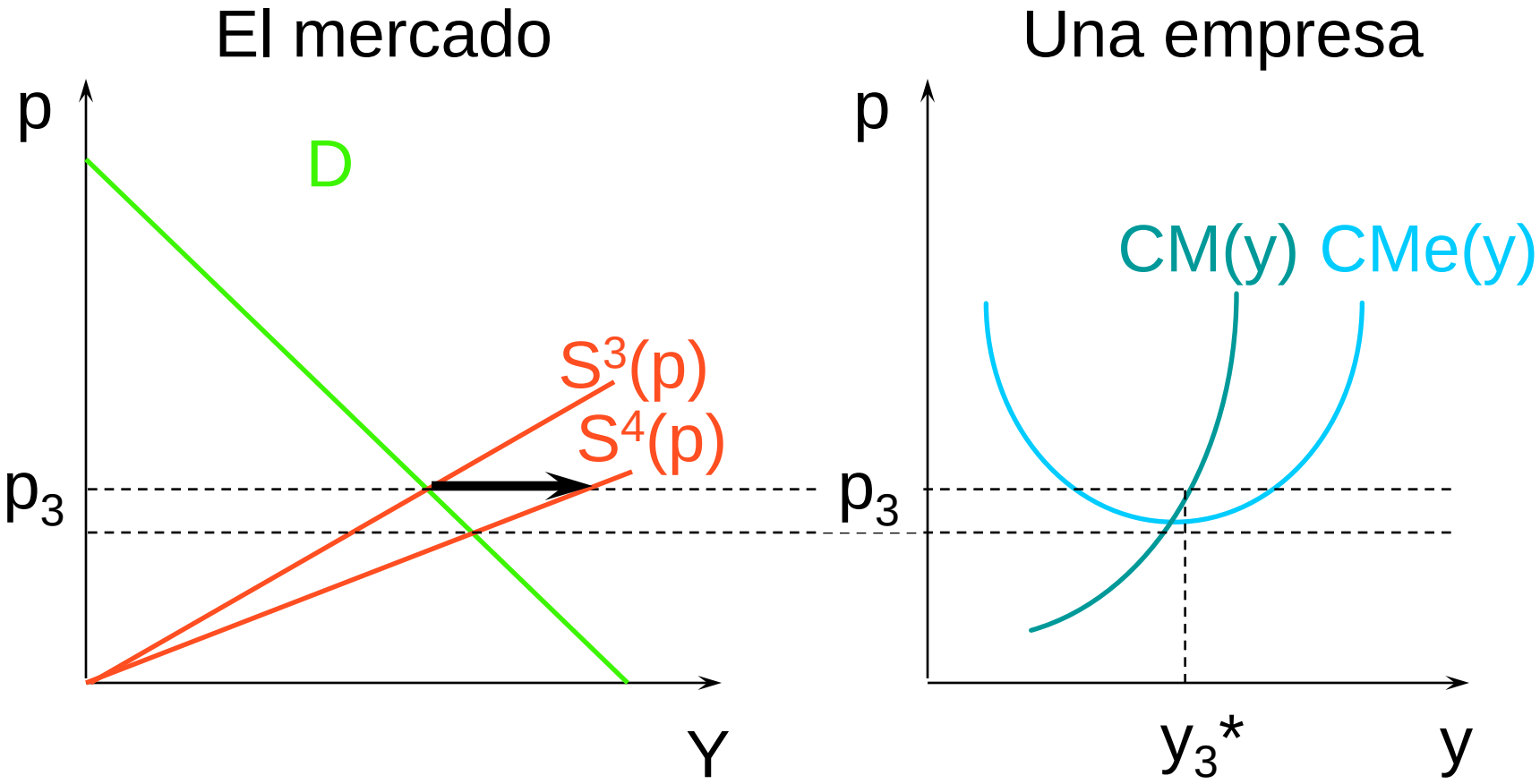

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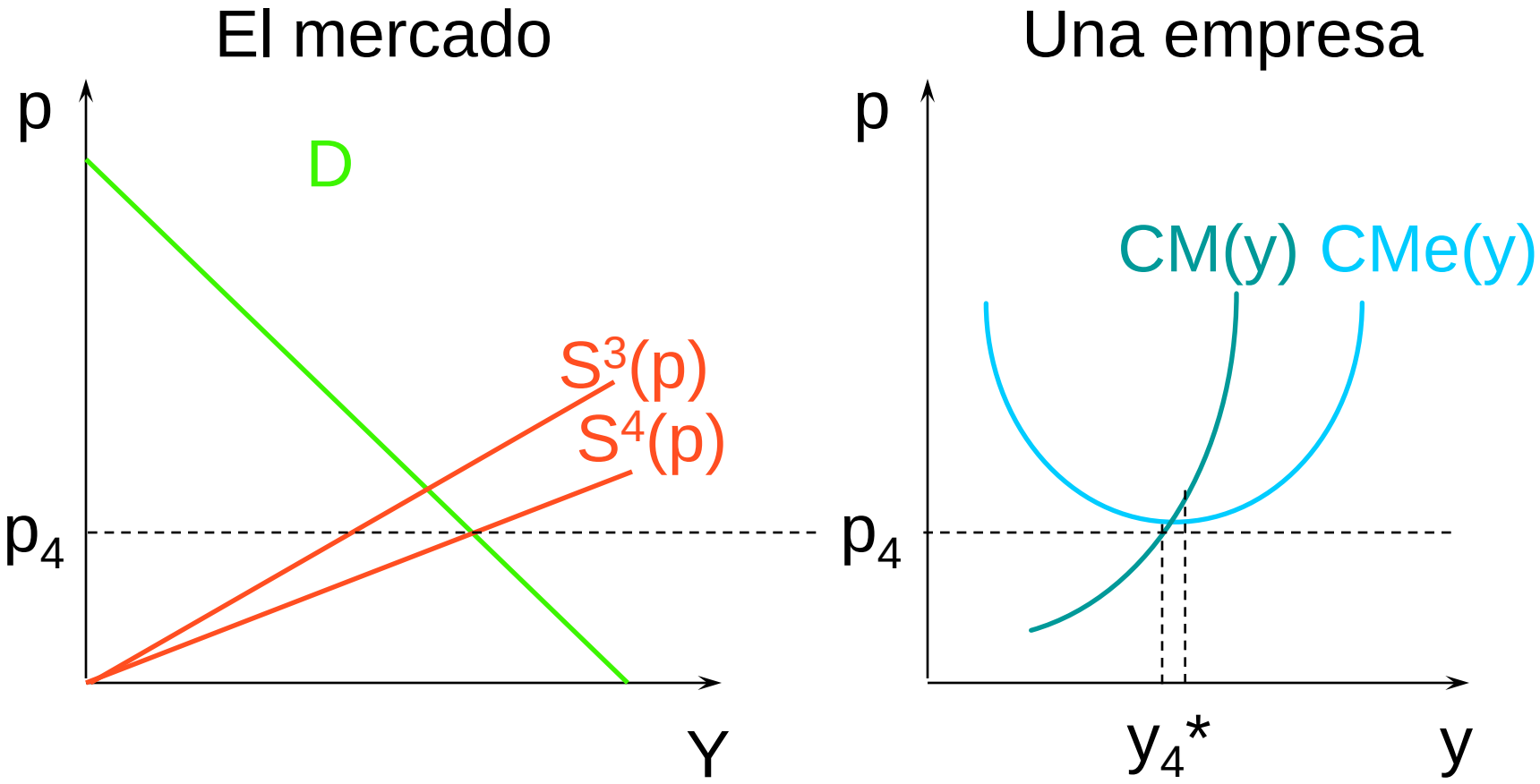

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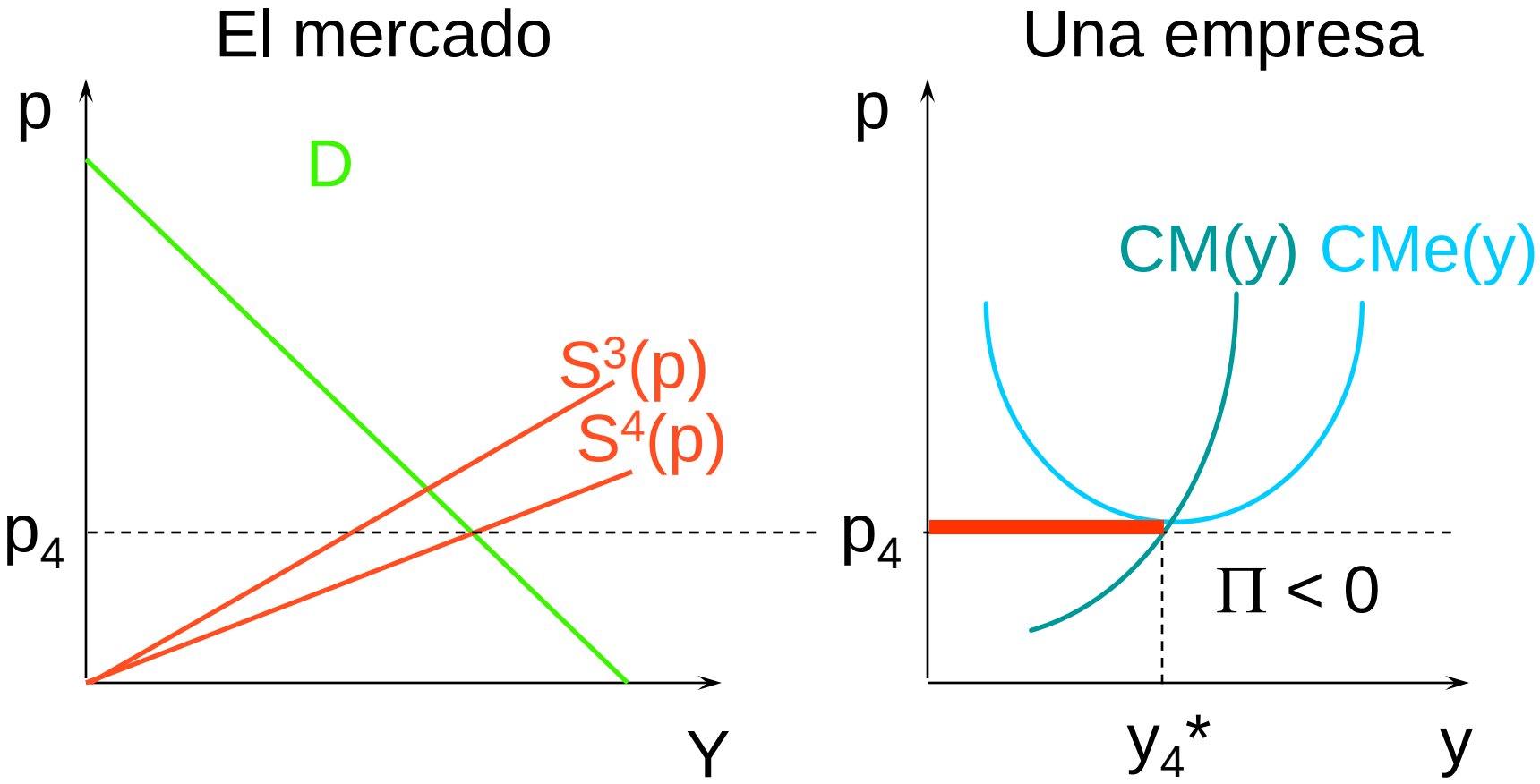

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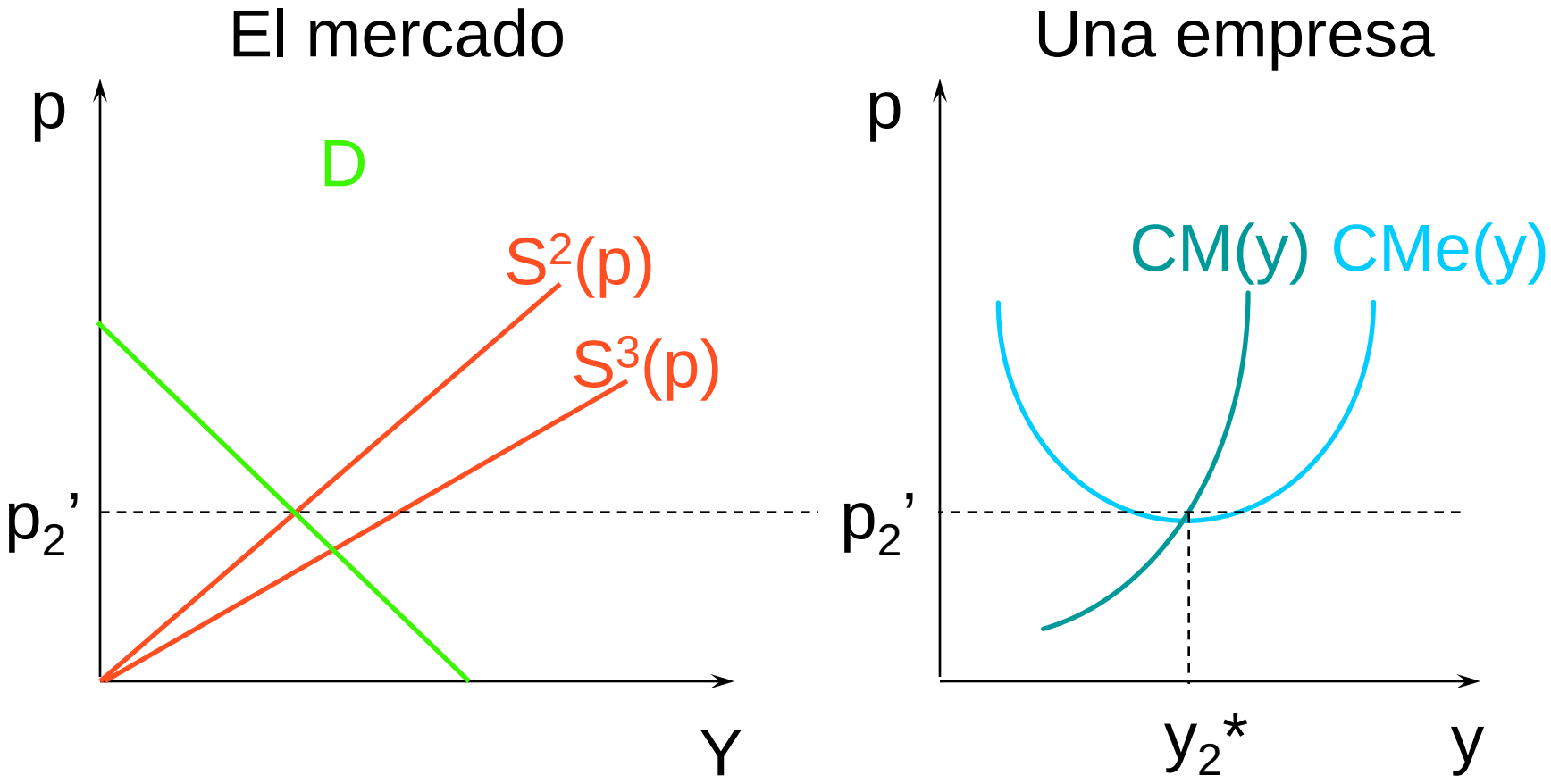

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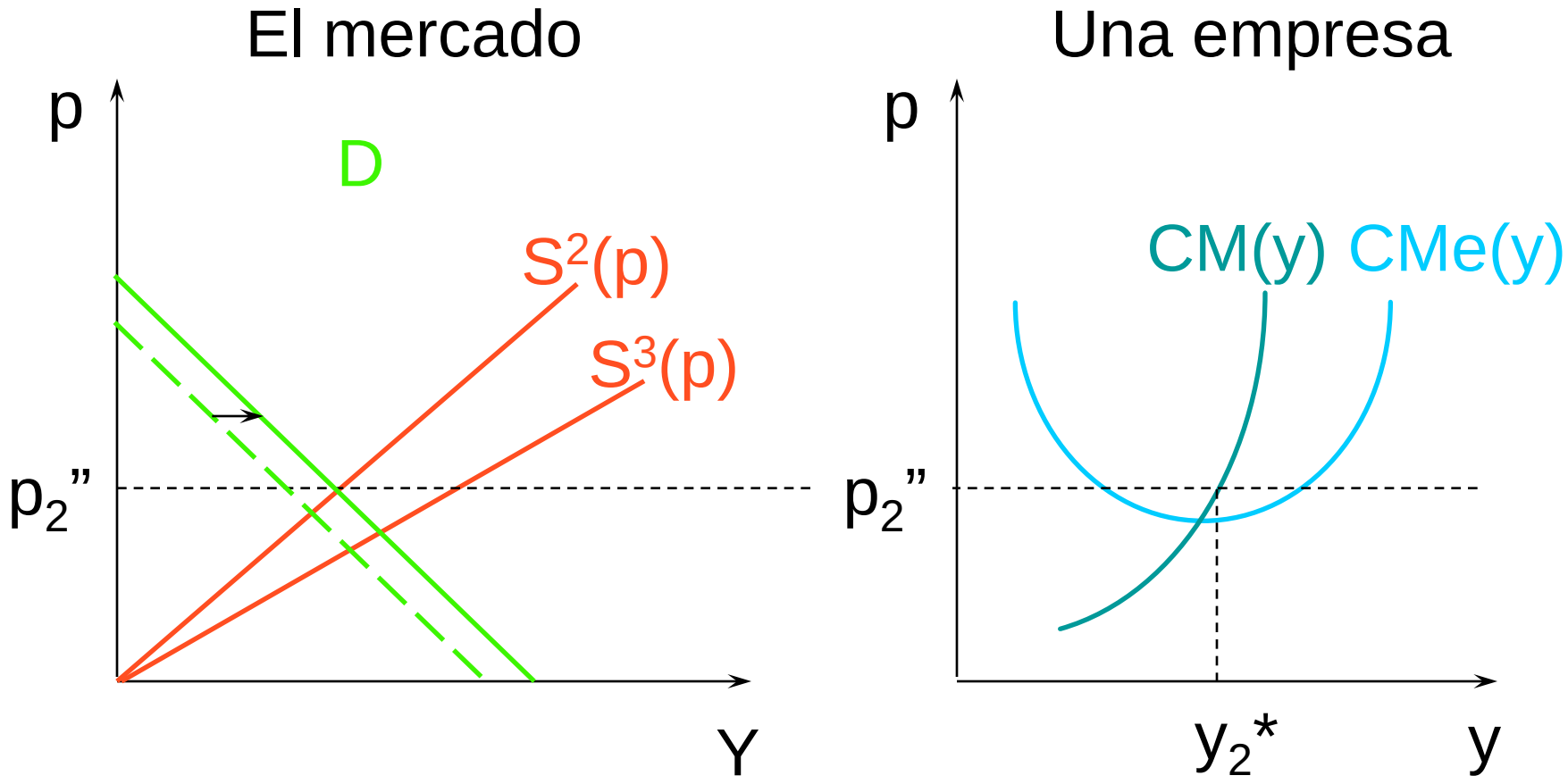
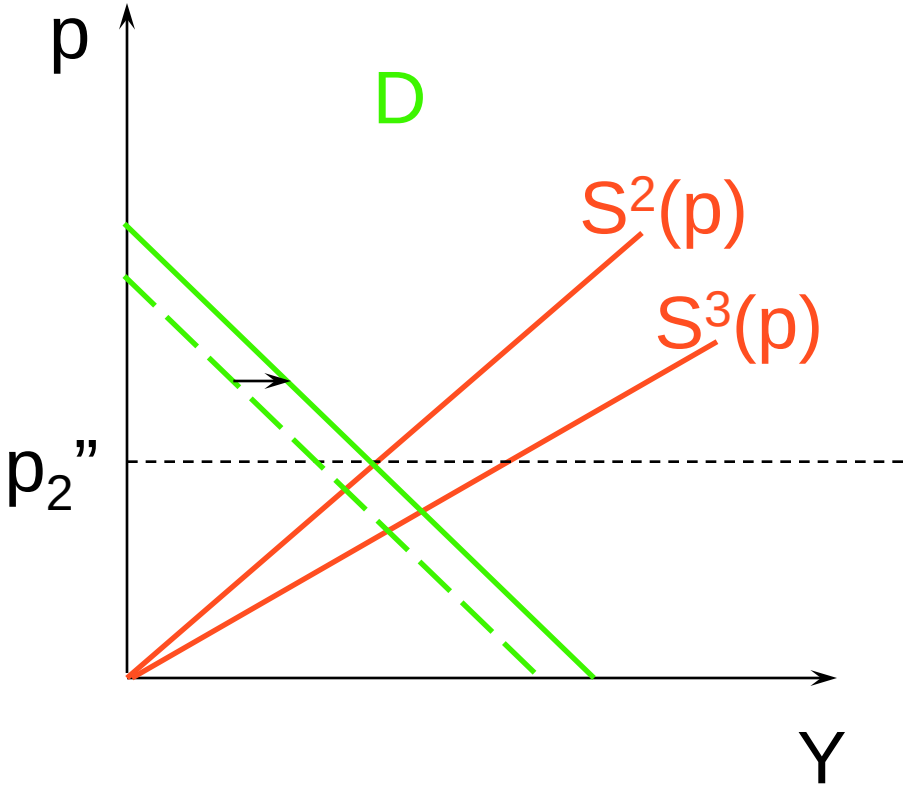
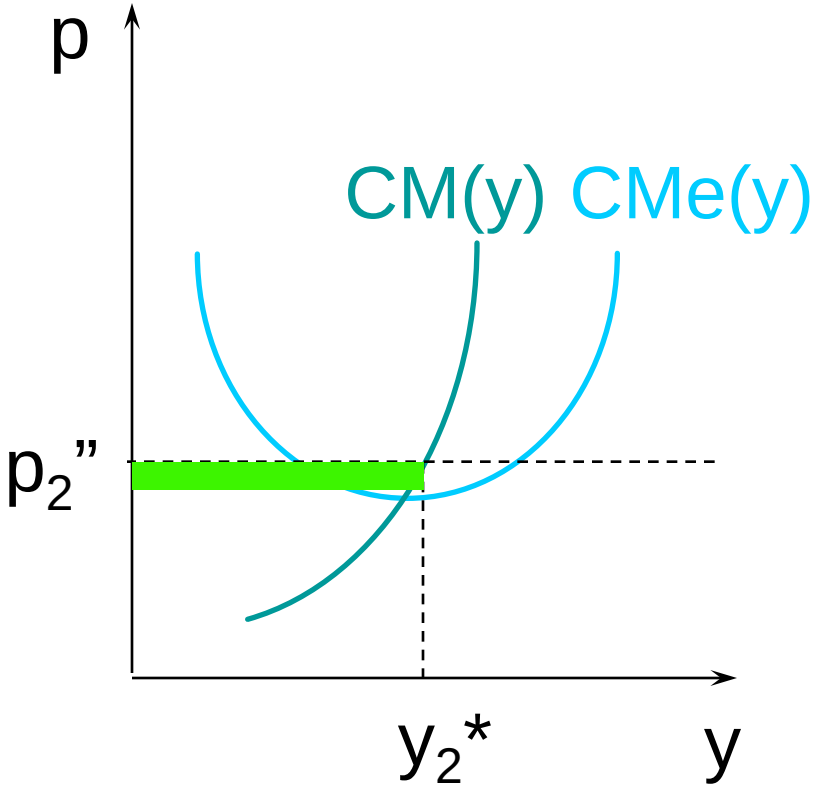


# EL EQUILIBRIO A LARGO PLAZO

## El mercado




## Una empresa



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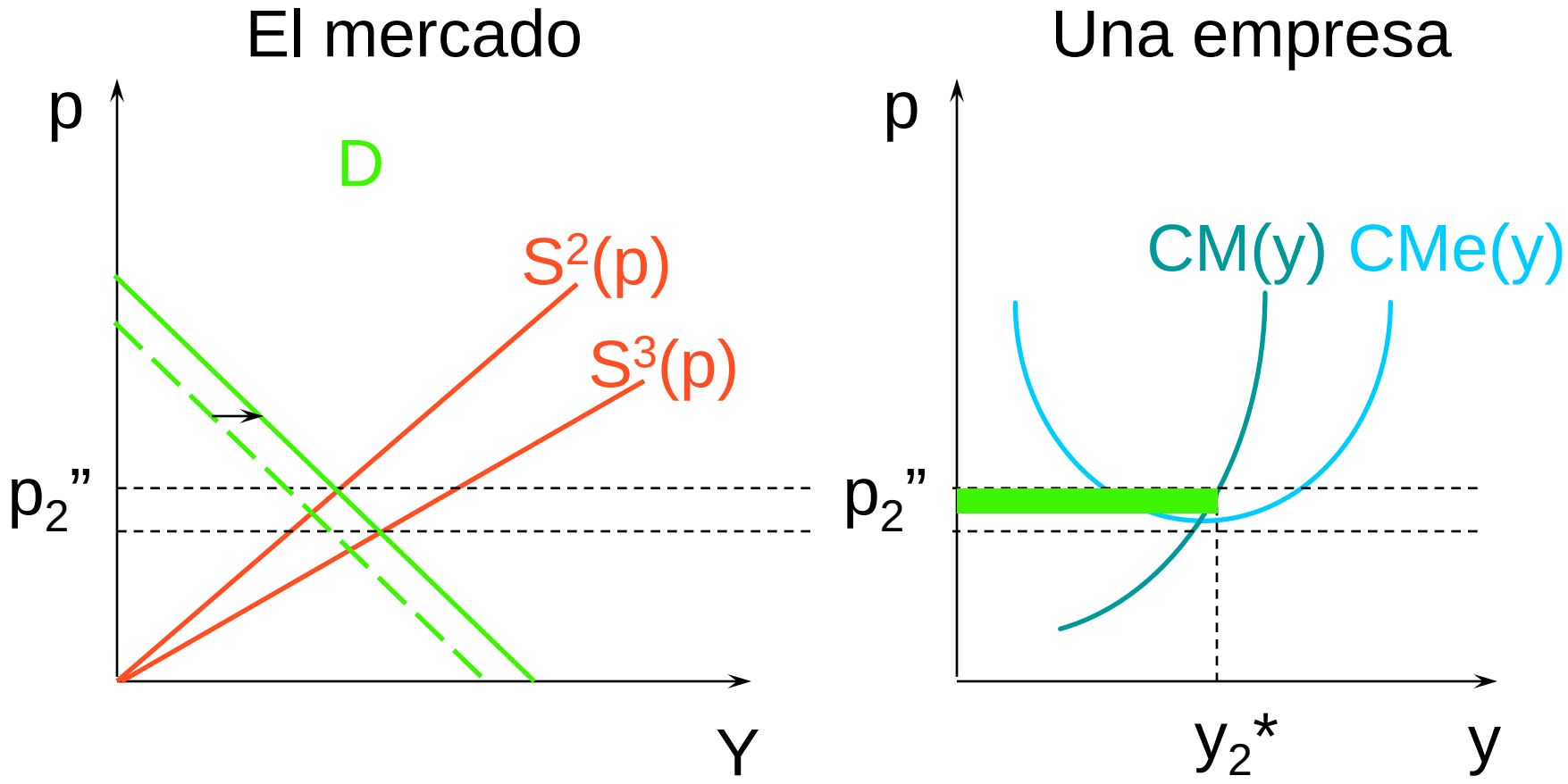
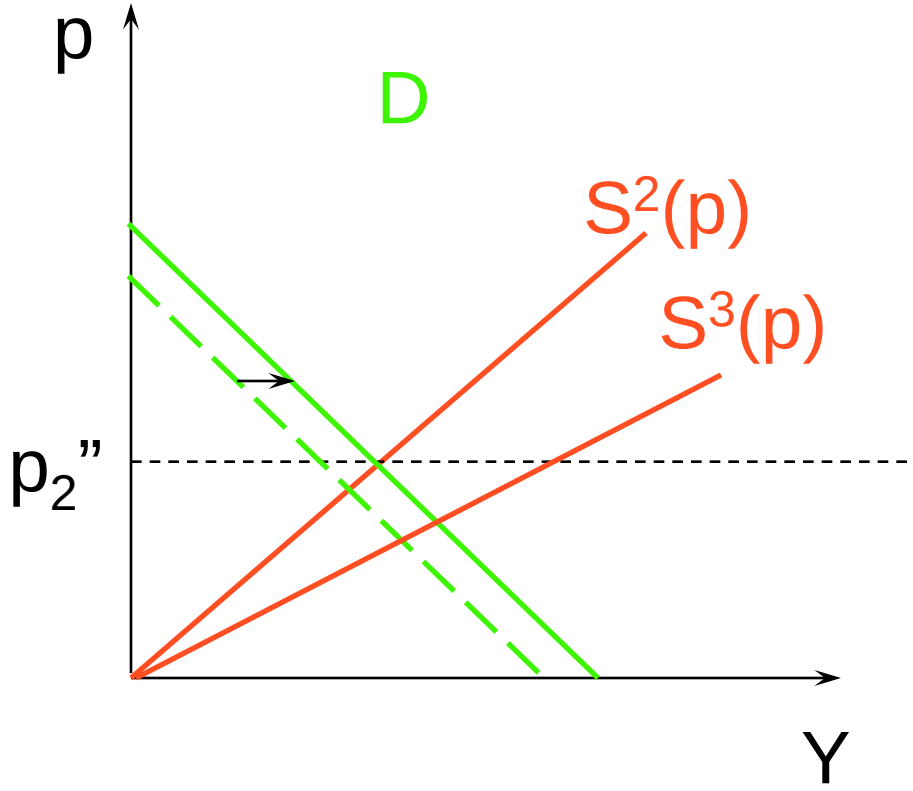
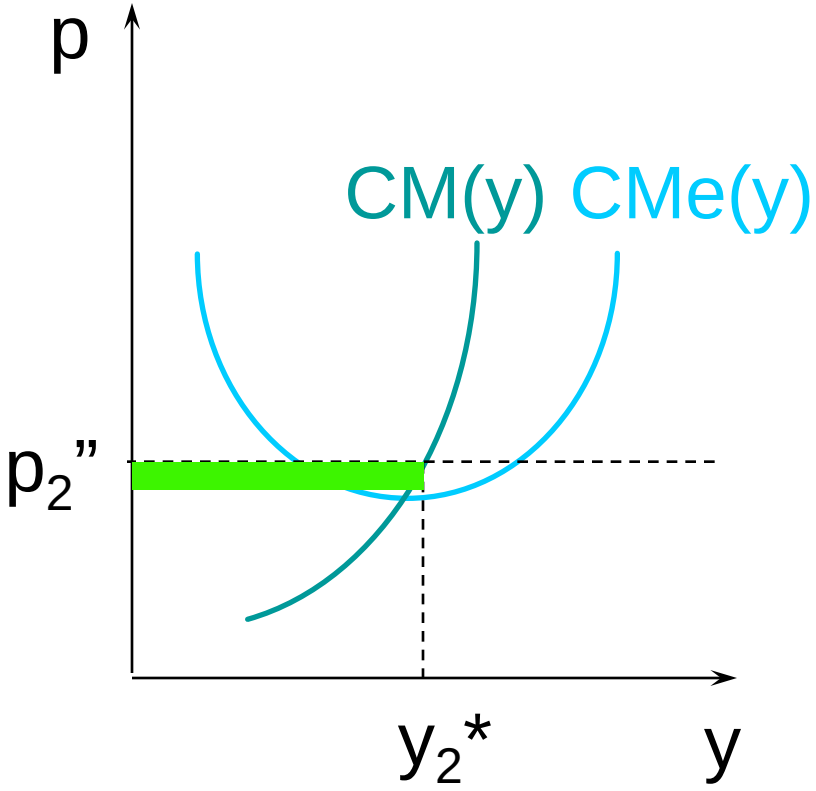


# EL EQUILIBRIO A LARGO PLAZO

## El mercado




## Una empresa



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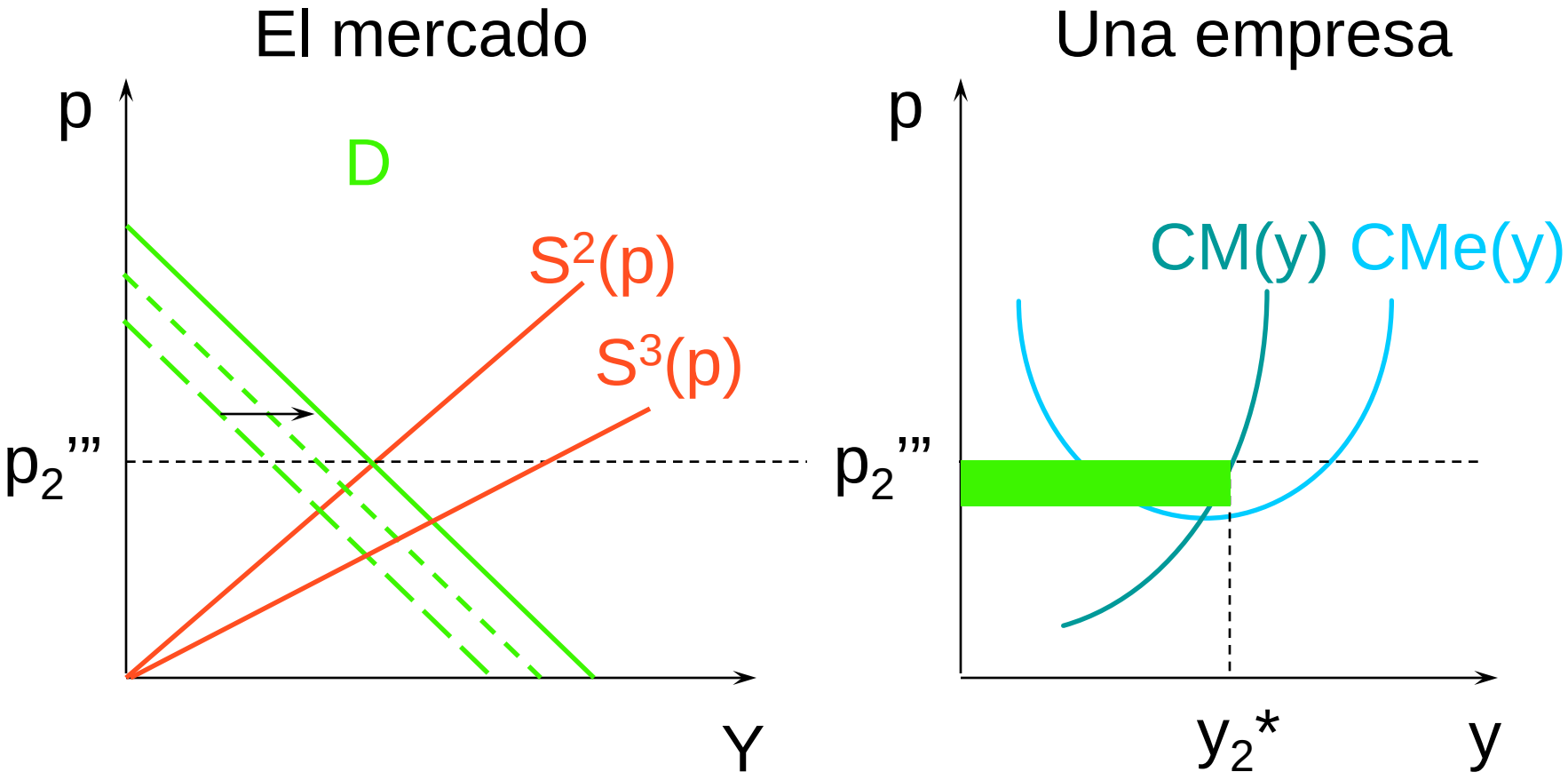

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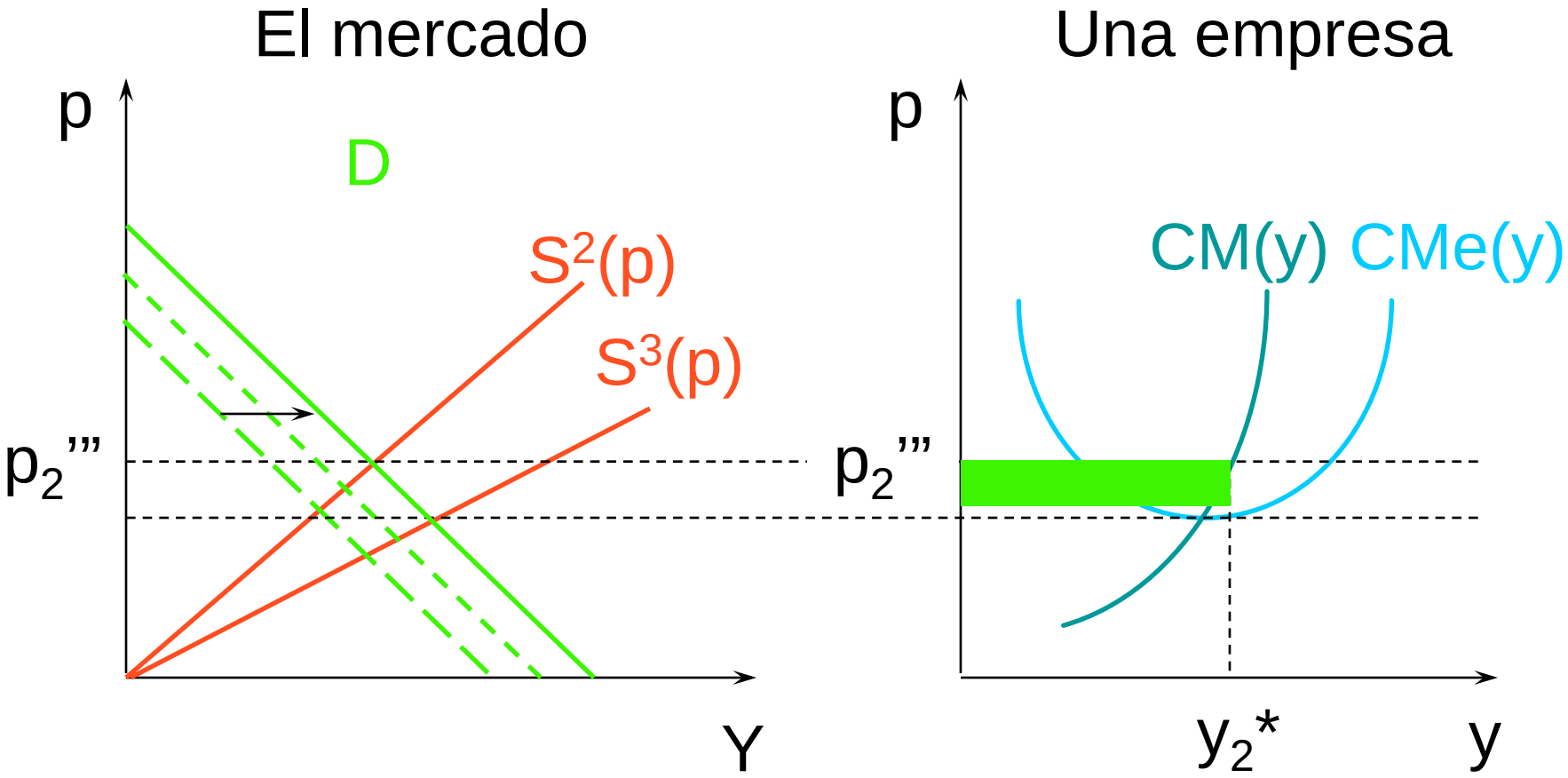

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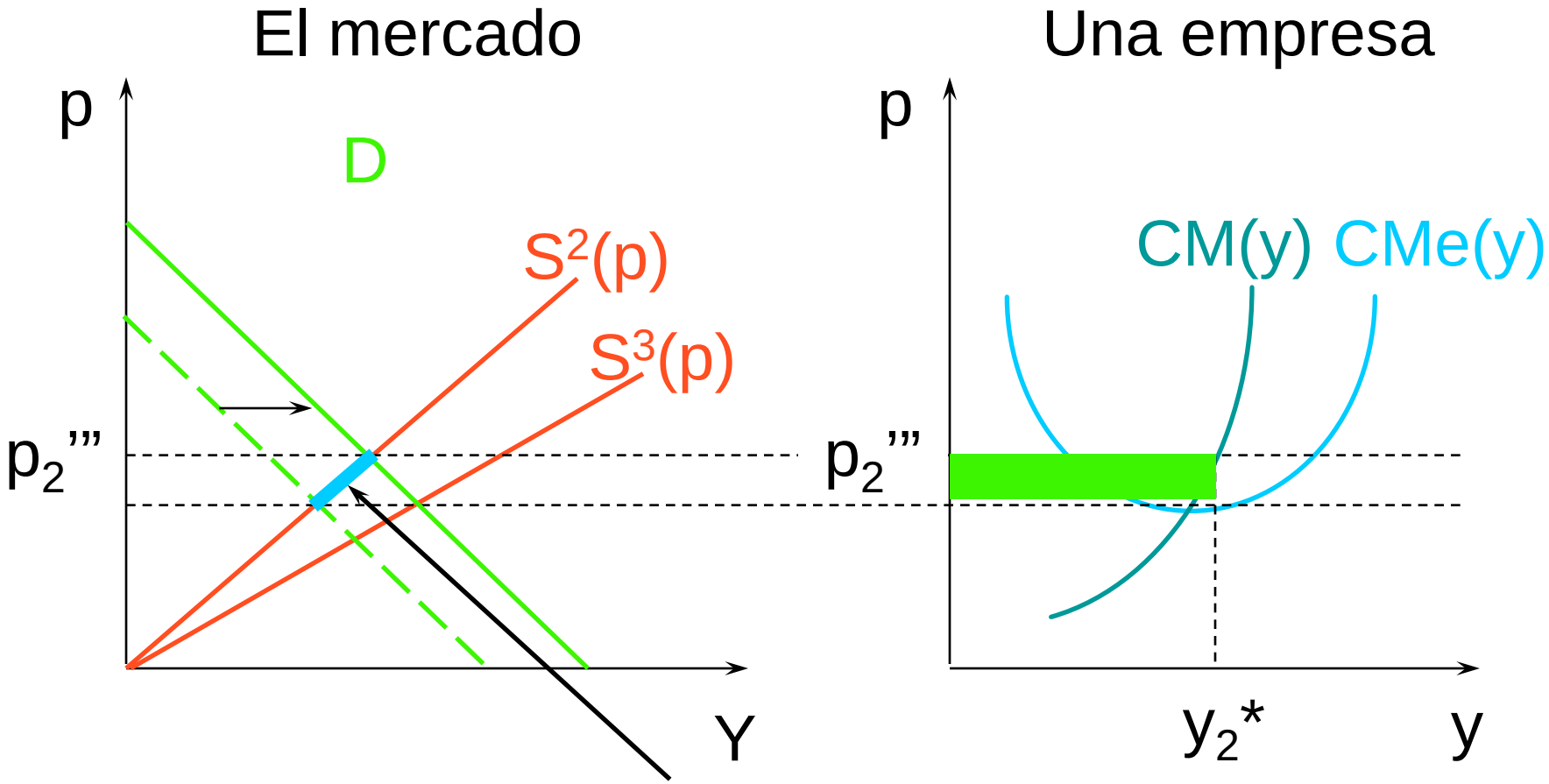

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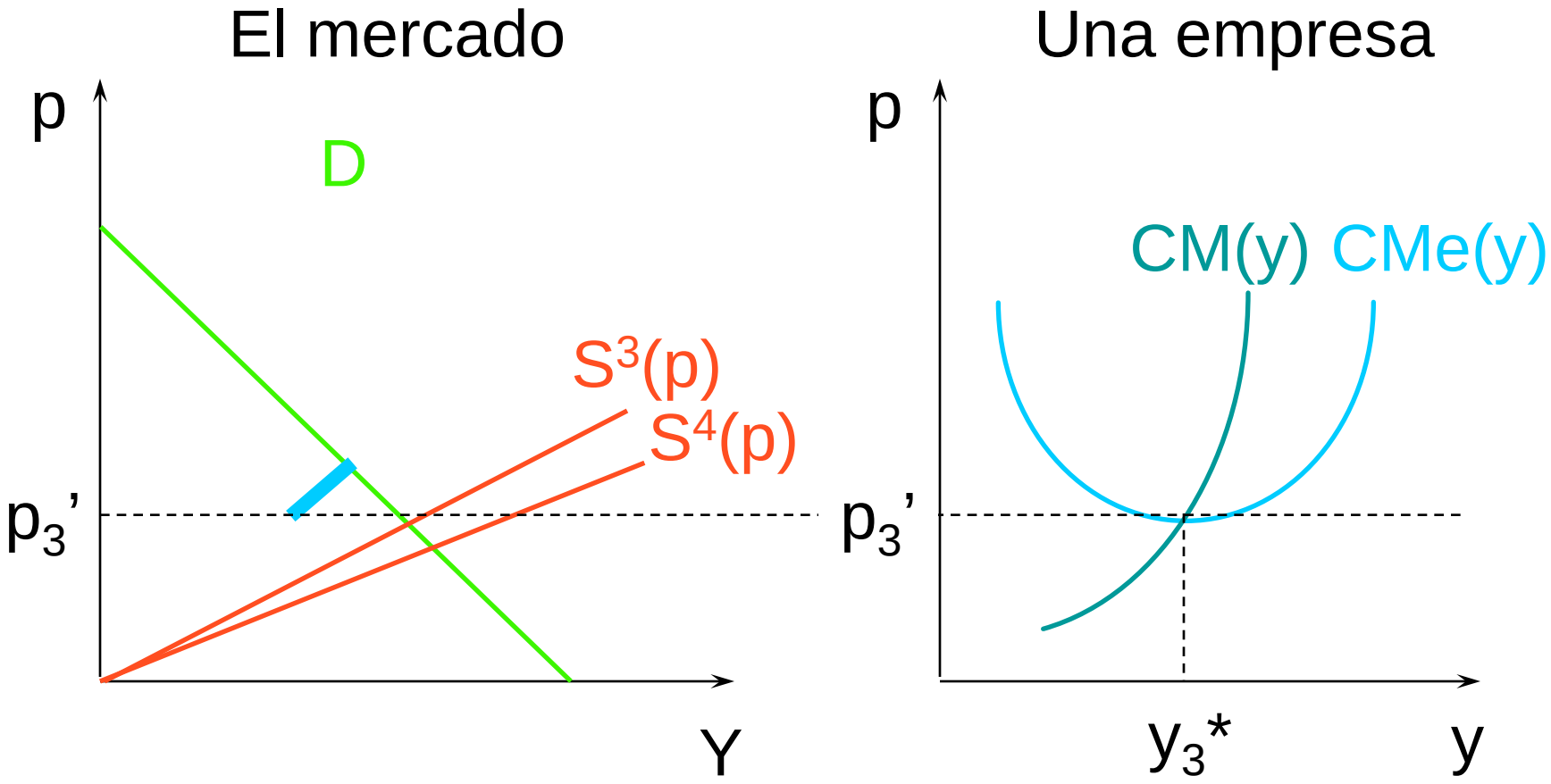

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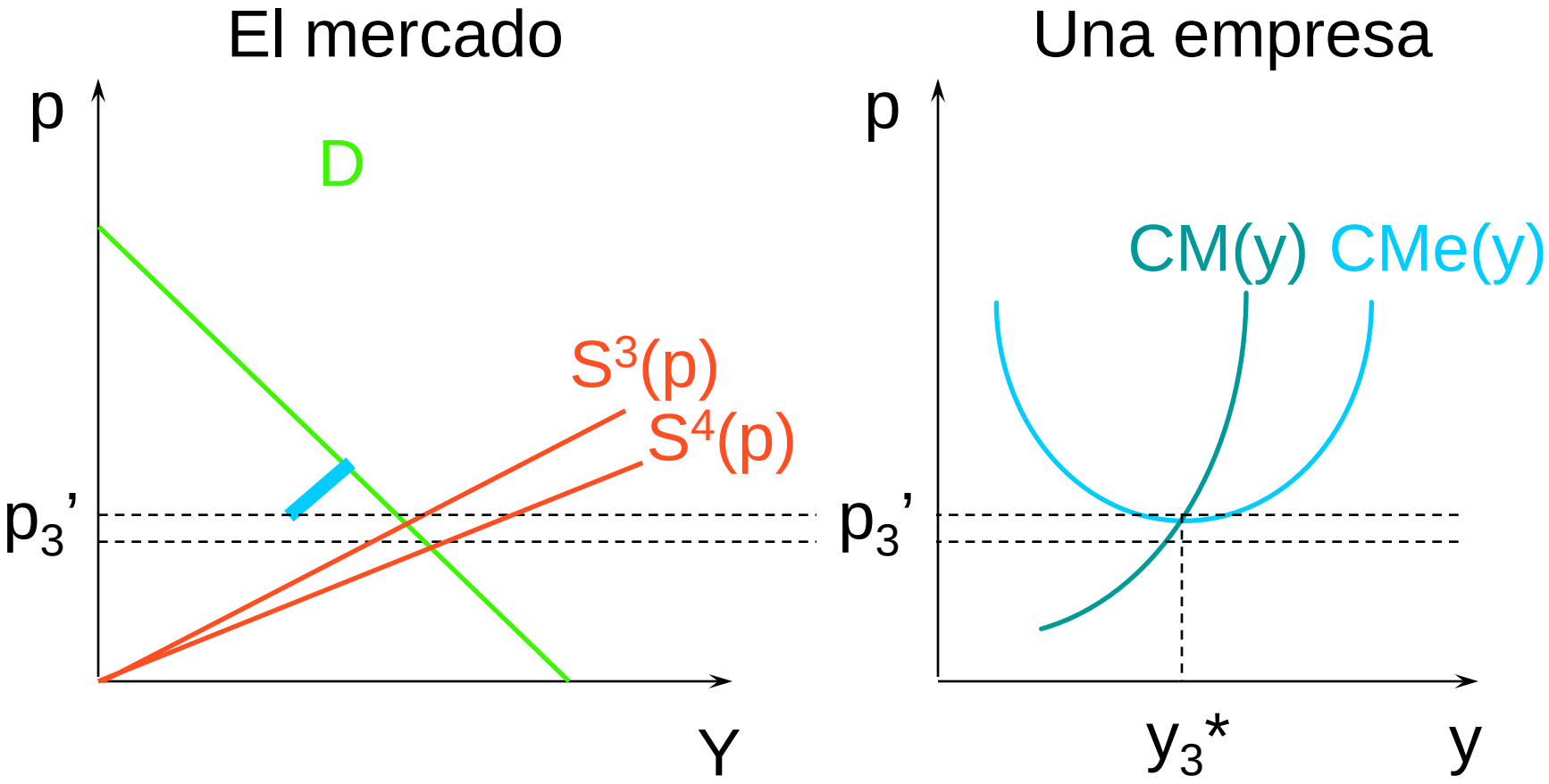

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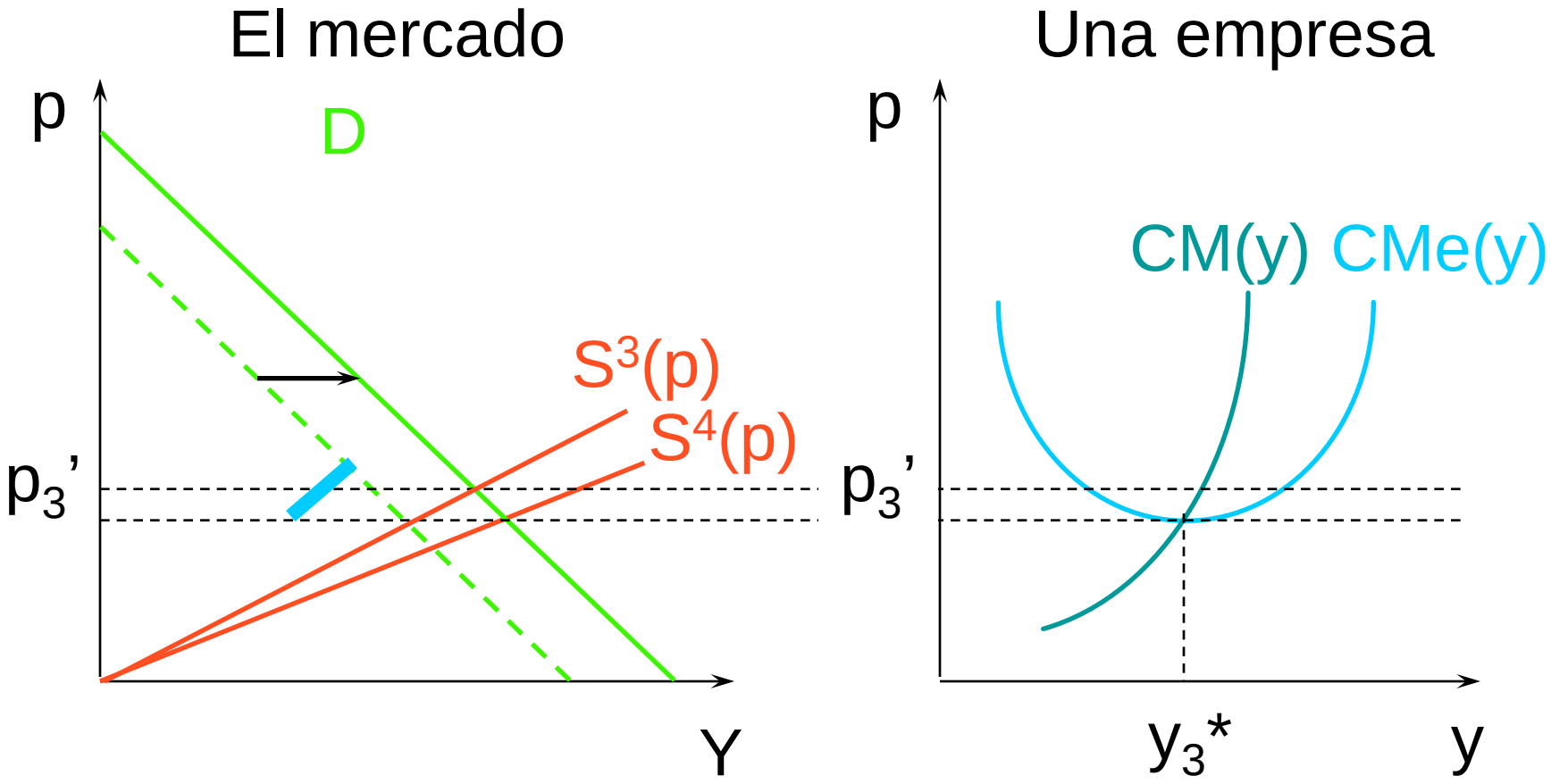

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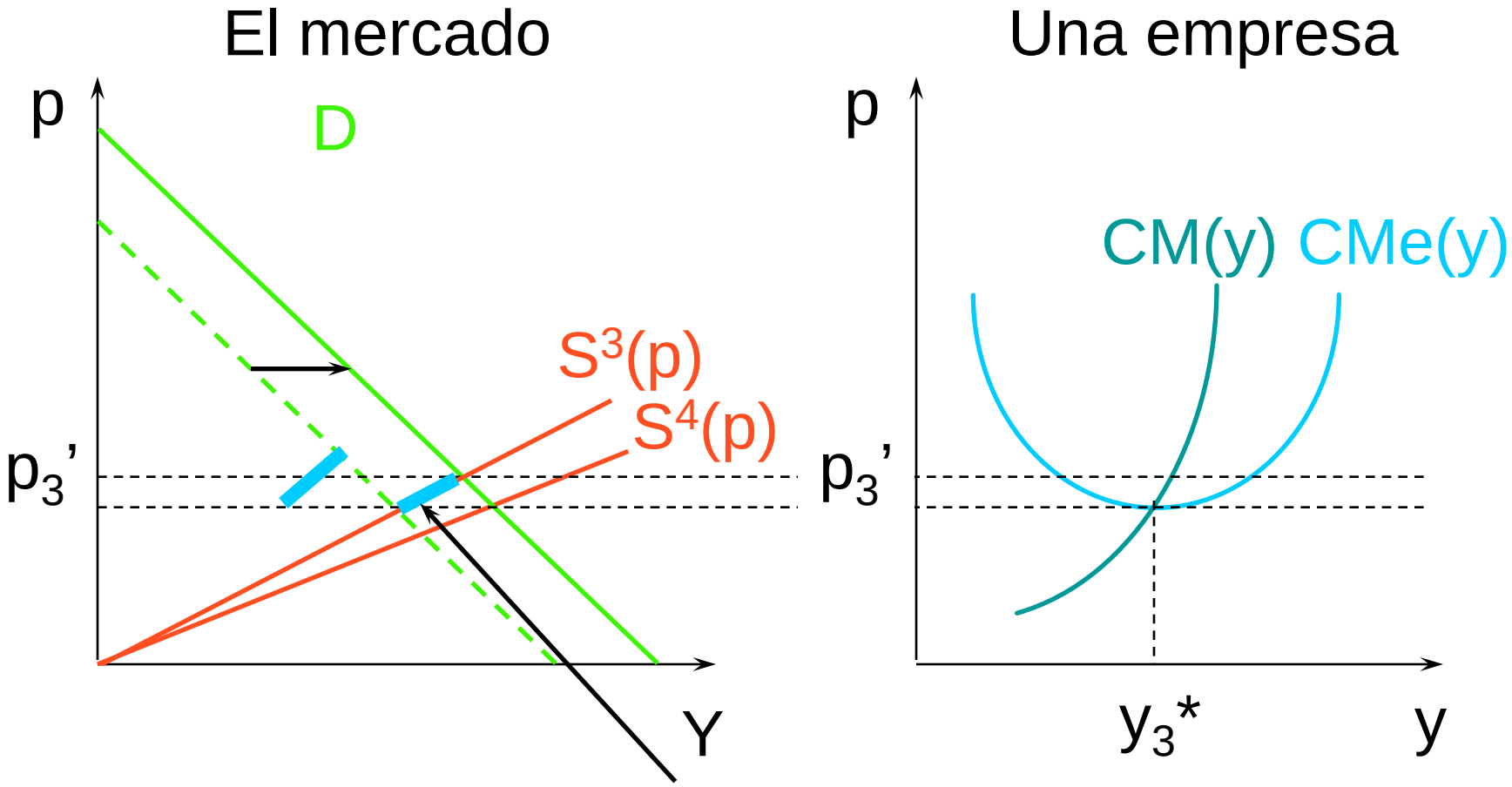

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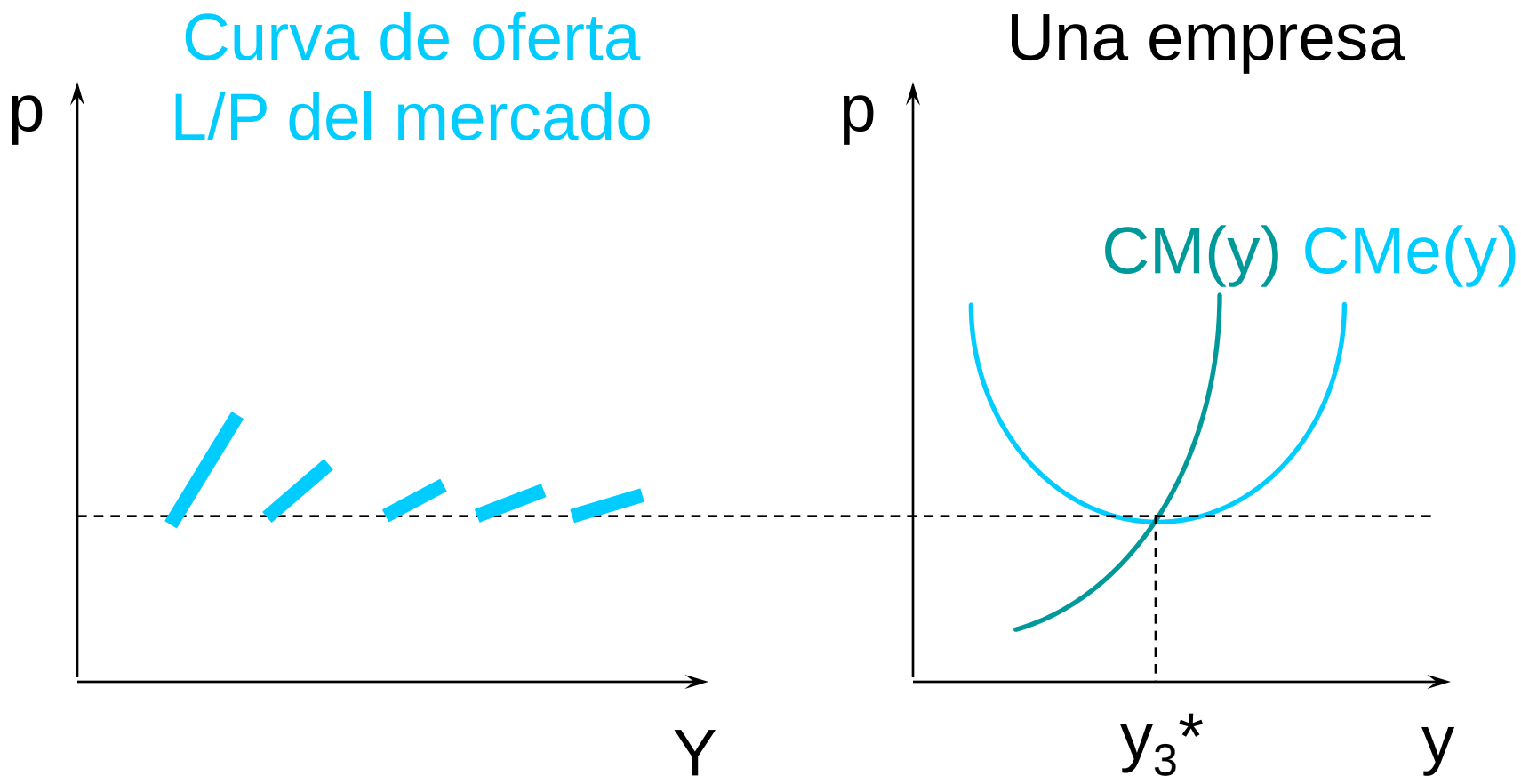

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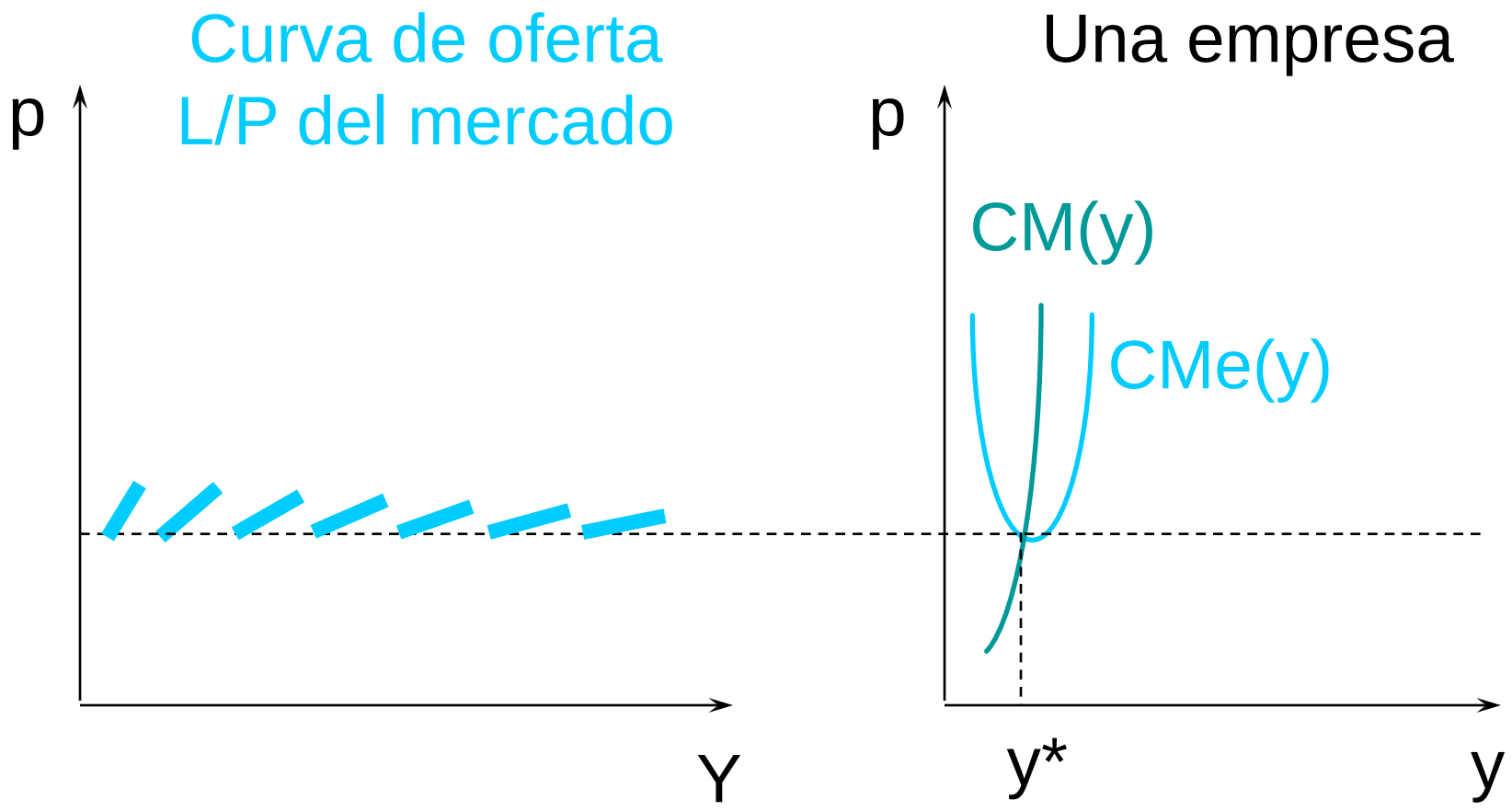
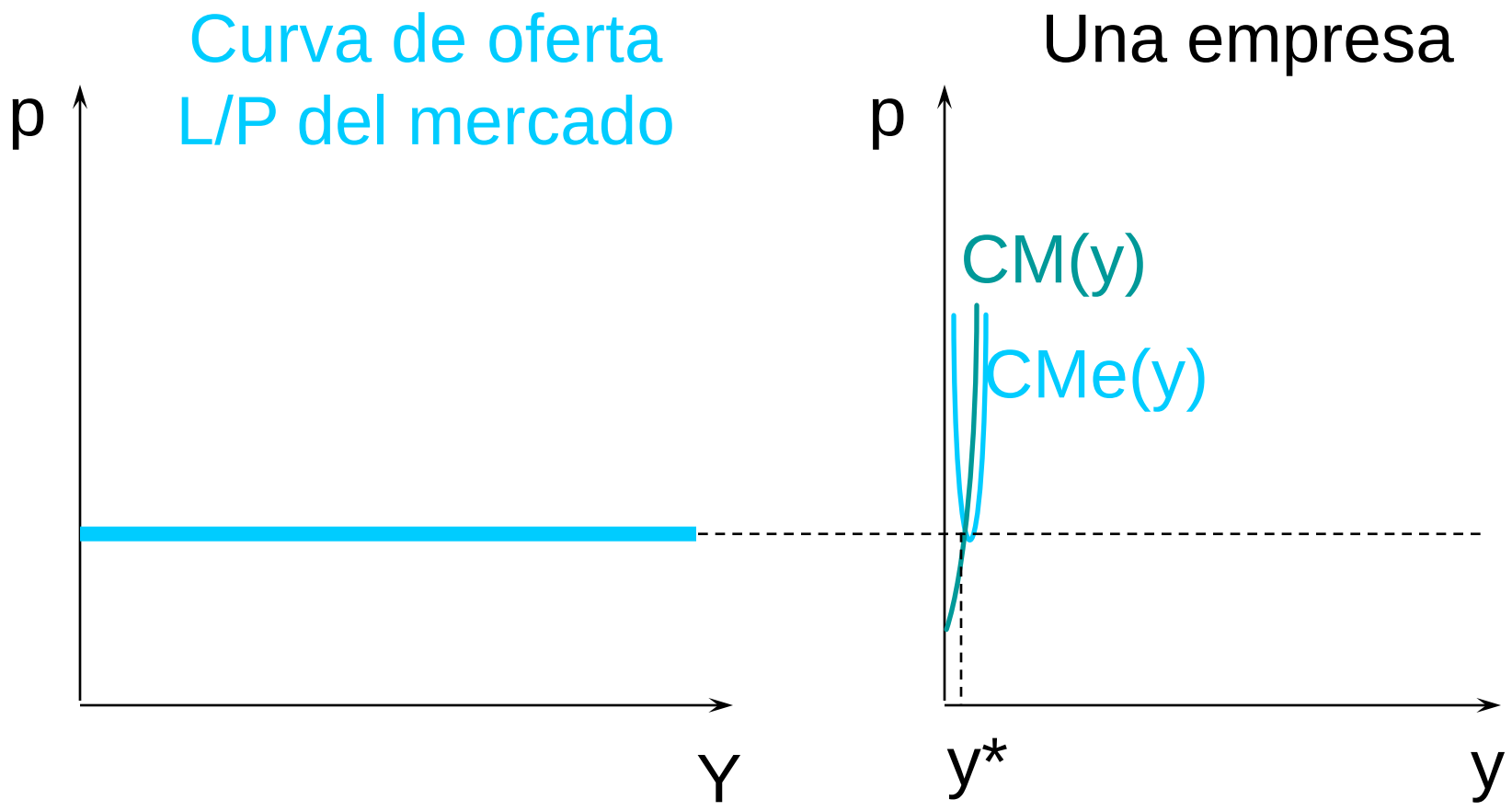
# EL EQUILIBRIO A LARGO PLAZO