

WORKSHOP

COLLECTIVE DECISION-MAKING AND DEMOCRATIC INSTITUTIONS

7-8 JULY 2023



An (In)Decent Proposal? Price Justice in Digital Markets

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Abstract

Digital markets exhibit particular forms of market behaviour. In particular, pricing strategies differ vis-à-vis traditional markets by featuring a higher degree of personalization. This move from uniform to prices to personalized prices is considered a form of "price discrimination" in economics. I assess the normative dimension of this practice, asking whether it is morally permissible.