

# 공급자이론(II)

경제원론1

조남운

# Outline

- 완전경쟁
- 생산자의 이윤극대화 산출량 결정
- 장단기의 기업 행동 차이
- 장단기 산업의 공급곡선

# 완전경쟁 Perfect Competition

# 완전경쟁시장의 4조건

- I. 거래되는 같은 종류의 상품은 품질이 같다.
- II. 수요자와 생산자의 수가 충분히 많다.
- III. 완전정보: 모든 주체들은 모든 정보를 알고 있다.
- IV. 시장참가자들의 진입/탈퇴, 생산요소 이동 등이 자유롭다.

# 원칙1: 표준화된 제품

# Standardized product

- 완전경쟁을 위해서는 그 부문의 상품이 표준화되어 소비자가 구분할 수 없어야 함
- 현실에는 같은 종류의 상품이라도 많은 차이가 있음(독점적 경쟁시장)
  - 소비자의 취향에 따라 특정 기업의 상품의 수요가 더 높거나 적을 수도 있음(예: 애플빠)

# 원칙2: 가격수용

## Price taking

- 시장가격을 그대로 받아들인다는 의미
- 수요자, 생산자의 수가 충분히 많다면, 시장가격을 받아들이는 것이 자신의 편익을 극대화하는 선택이 될 수밖에 없음
- 좀 더 엄밀하게 표현하자면, 생산자의 수뿐만 아니라, 각 기업의 시장 점유율도 충분히 작아야 함
- 현실: 과점상태에 가까움

# 원칙3: 완전정보

## Perfect information

- 모든 경제주체는 서로 다른 경제주체의 정보를 알고 있다는 의미
- 만일 어떤 정보를 거래당사자 중 일부만 알고 있다면 더 많은 정보를 가진 주체가 더 많은 이득을 취할 수 있음: 불완전 경쟁
  - ex) 인터넷이 발달하여 최저 가격정보가 공개되기 전의 남대문(카메라), 용산(전자제품)
- 현실에서는 알려진 정보가 제한되어 있음

# 원칙4: 자유로운 진입/탈퇴

## Free entry and exit

- 진입/탈퇴란, 해당 산업 부문에 어떤 기업이 들어오거나 나가는 것을 의미
- 진입/탈퇴가 자유로운 경우, 시장 여건의 변화에 따라 생산자의 수가 조절될 수 있음
- 현실에서는 진입장벽이 존재

# **복습: from TP to AC**

# 총생산곡선

TPC: Total Product Cv.

L(명)	Q(단위)
0	0
1	19
2	36
3	51
4	64
5	75
6	84
7	91
8	96

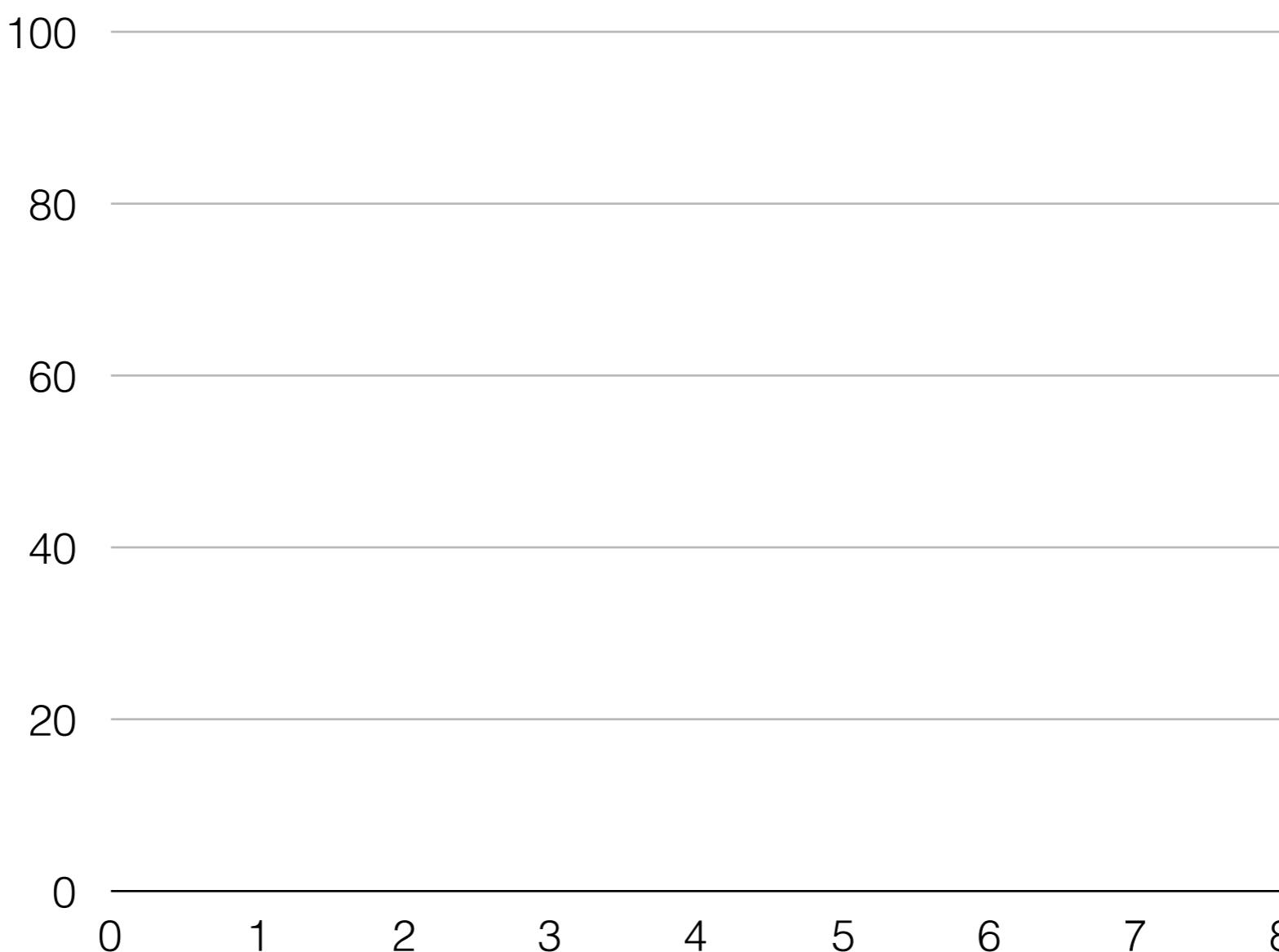
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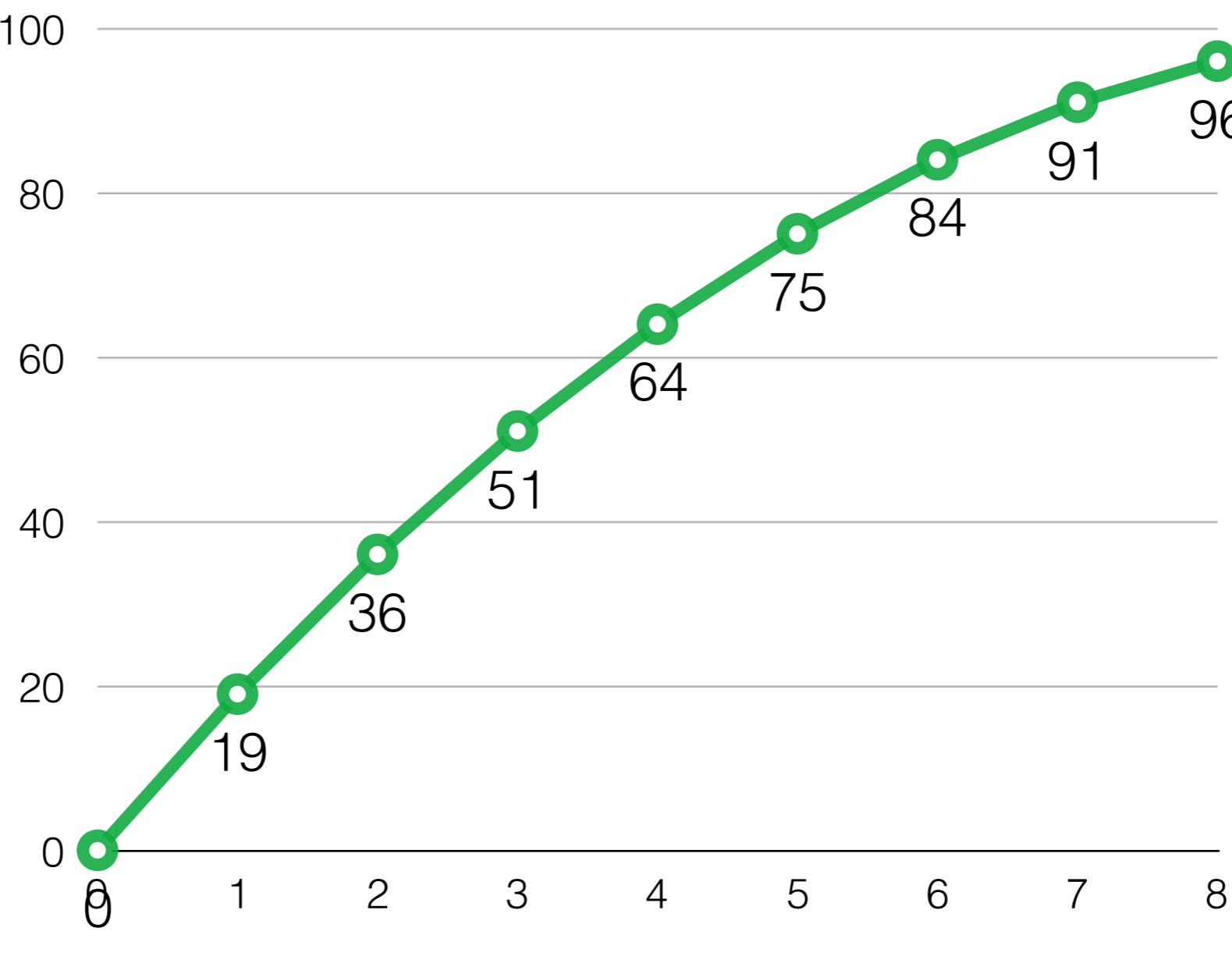


L(명)	Q(단위)
0	0
1	19
2	36
3	51
4	64
5	75
6	84
7	91
8	96

Q

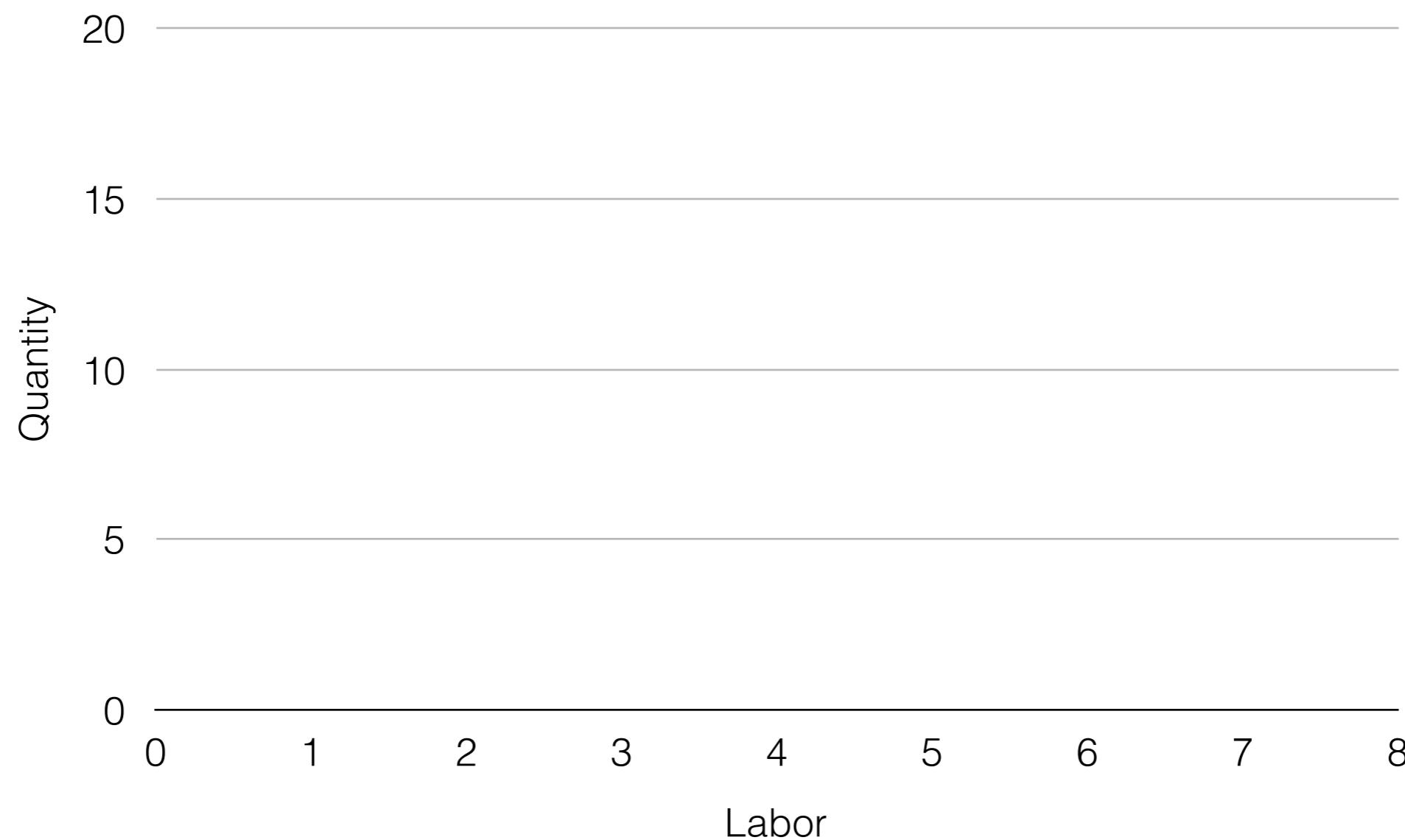
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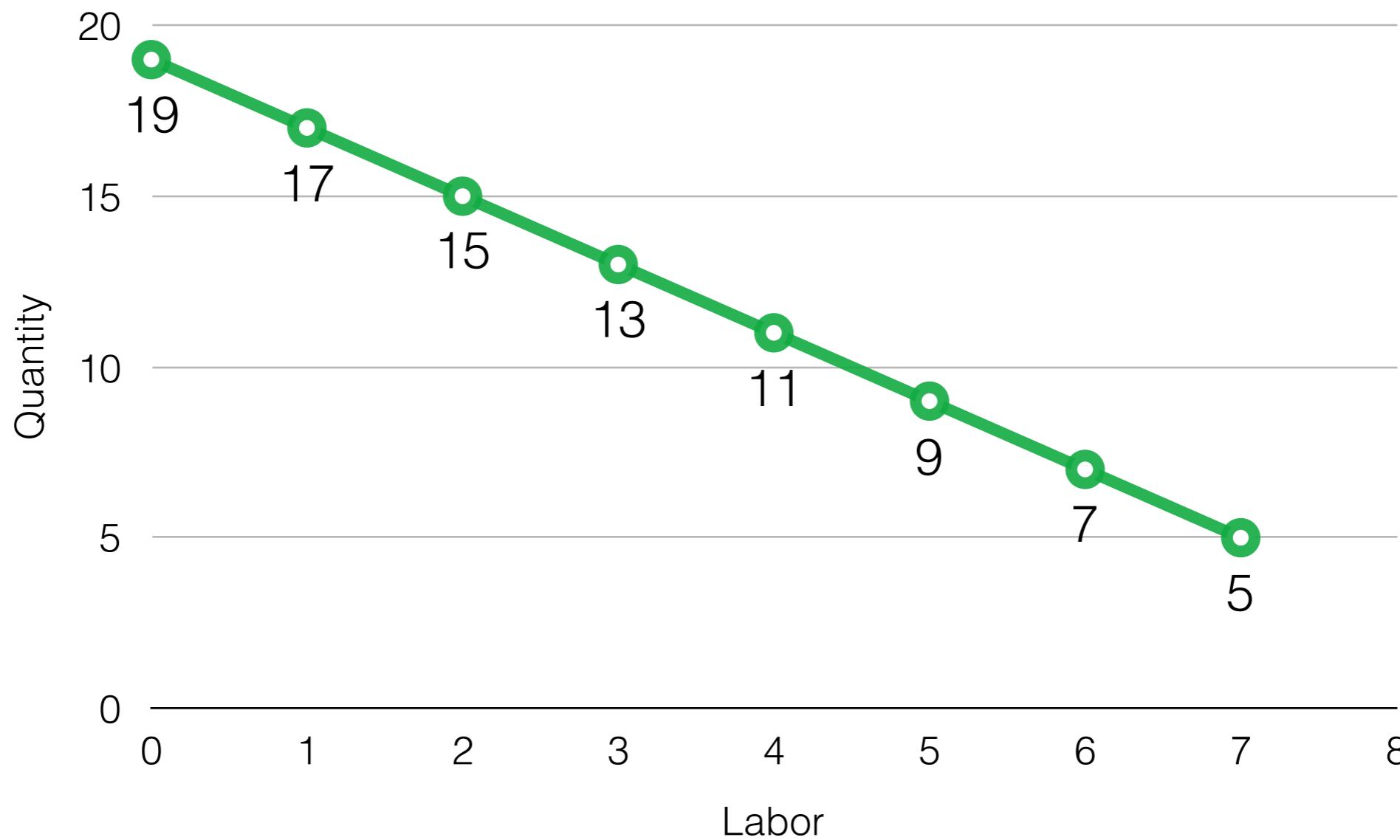


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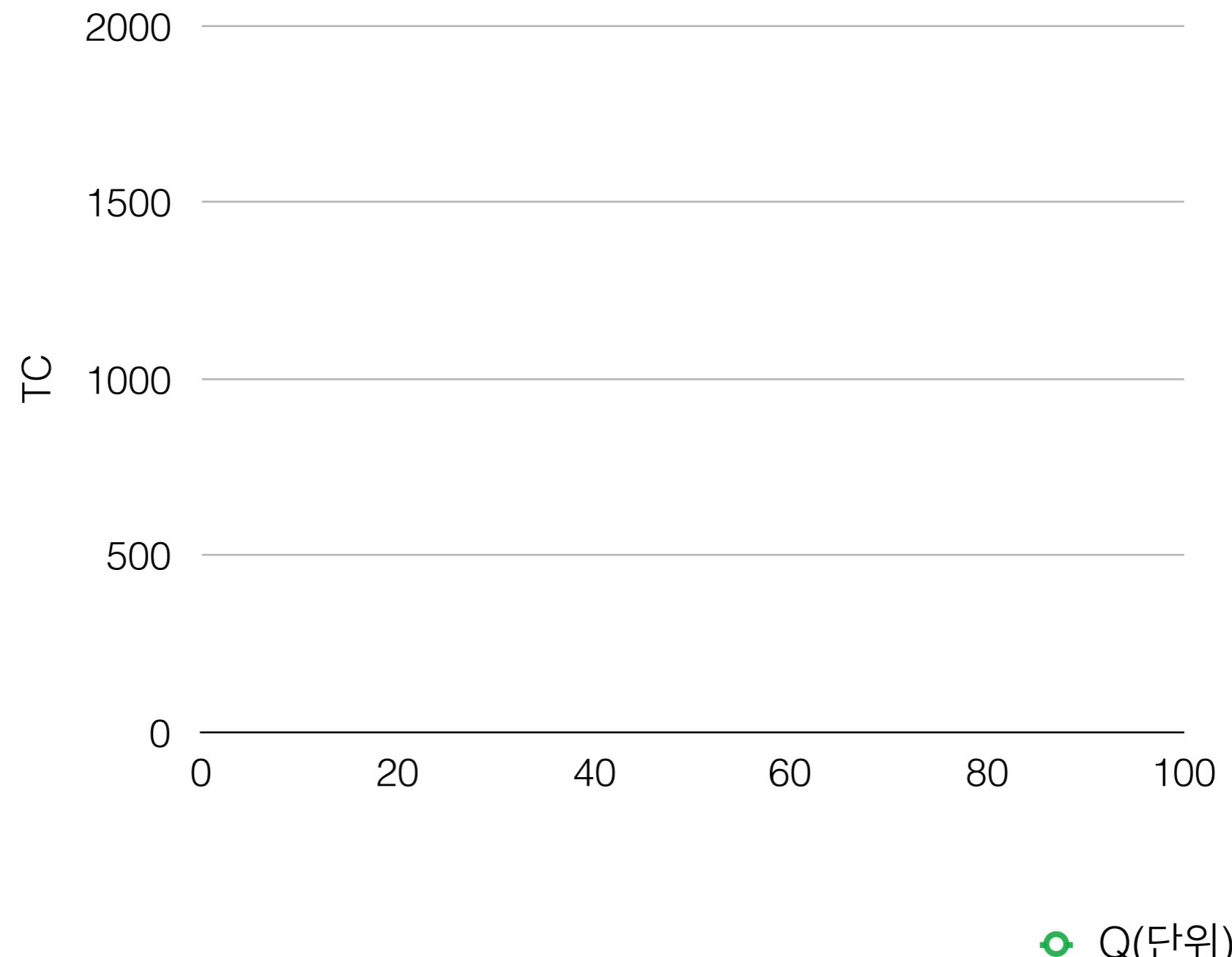


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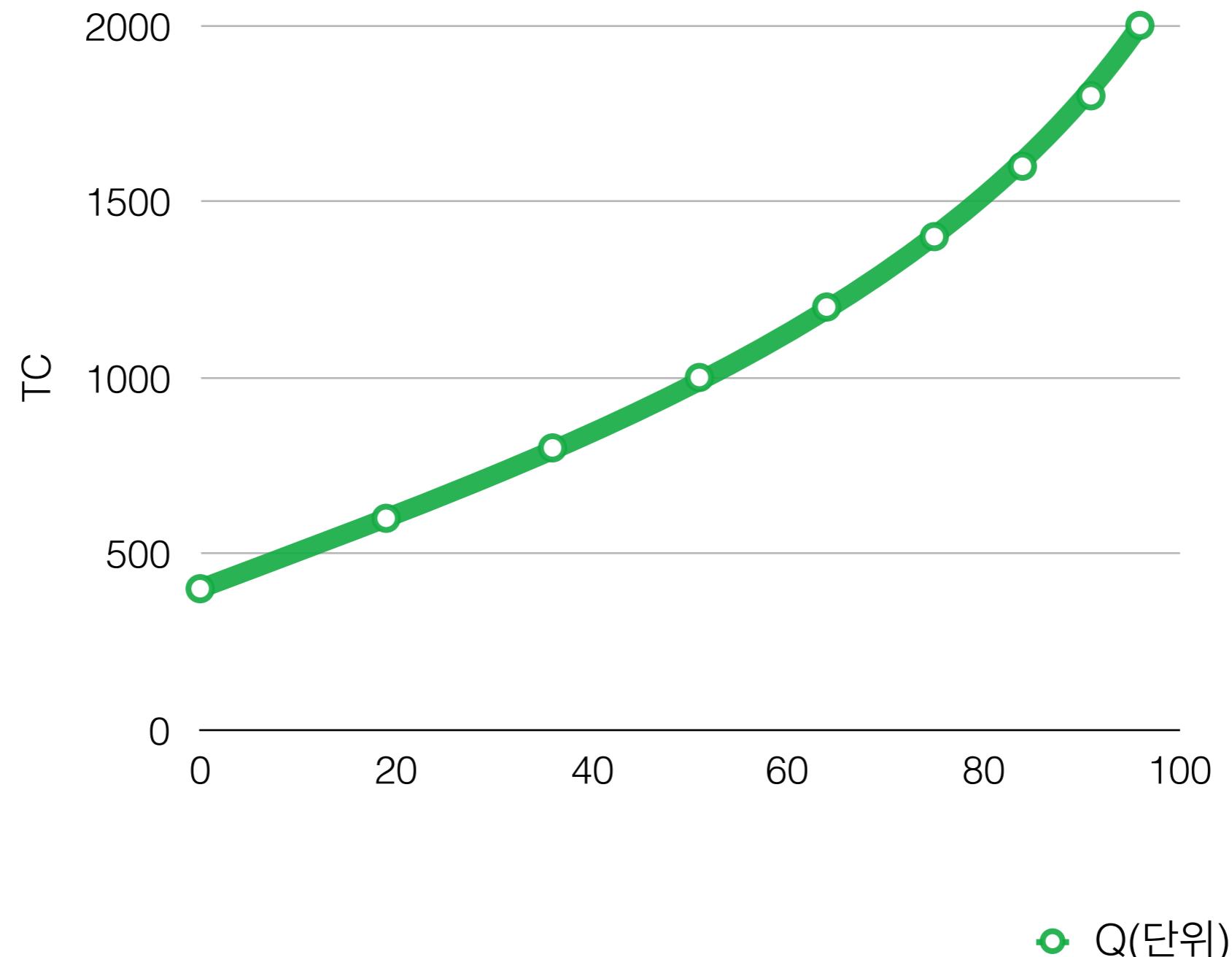


# TC curve

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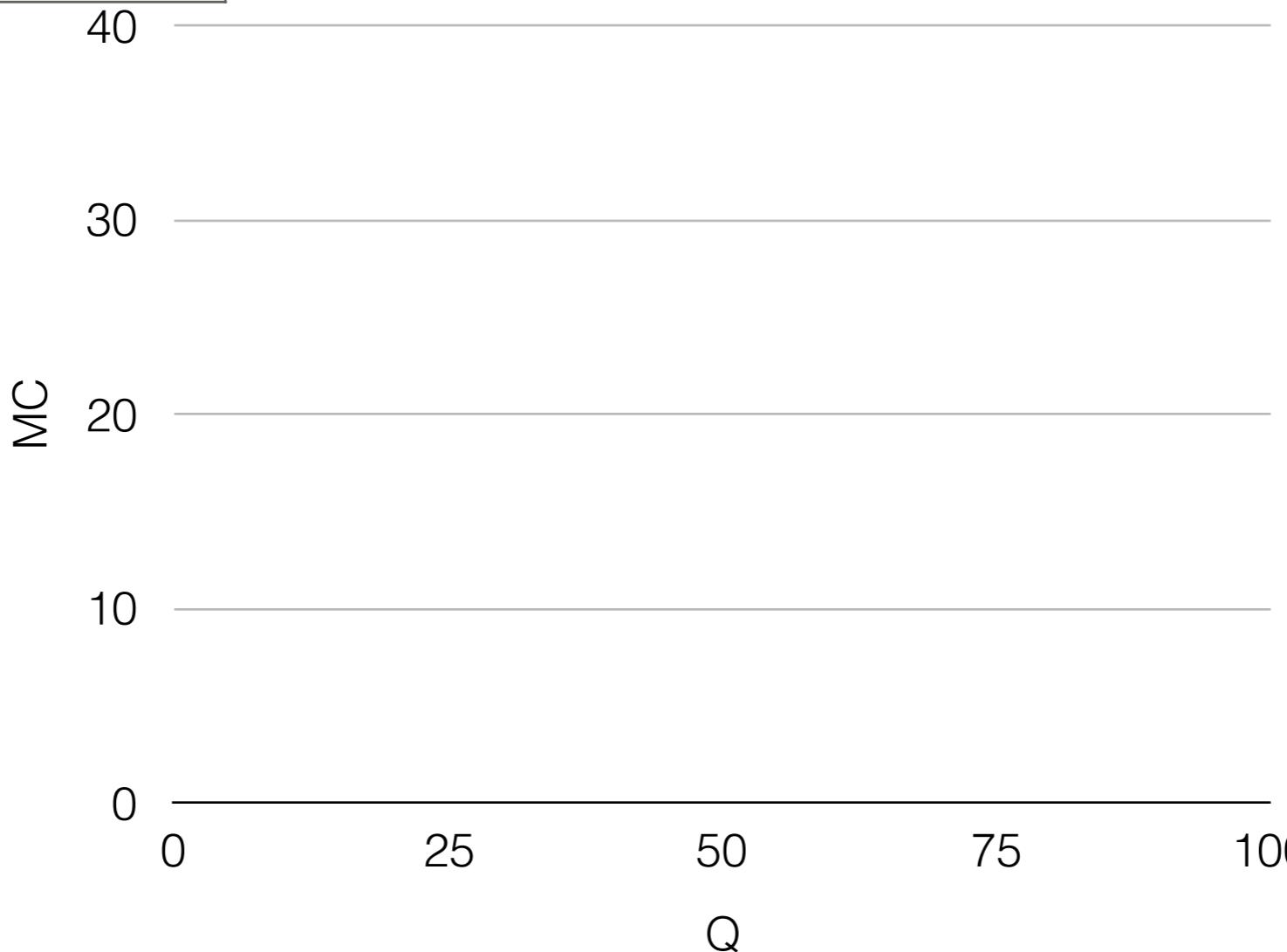
# Drawing MC cv.

L(명)	Q(단위)	VC(만원)	FC(만원)	TC(만원)	MC(만원/단위)
0	0	0	400	400	10.5
1	19	200	400	600	11.8
2	36	400	400	800	13.3
3	51	600	400	1000	15.4
4	64	800	400	1200	18.2
5	75	1000	400	1400	22.2
6	84	1200	400	1600	28.6
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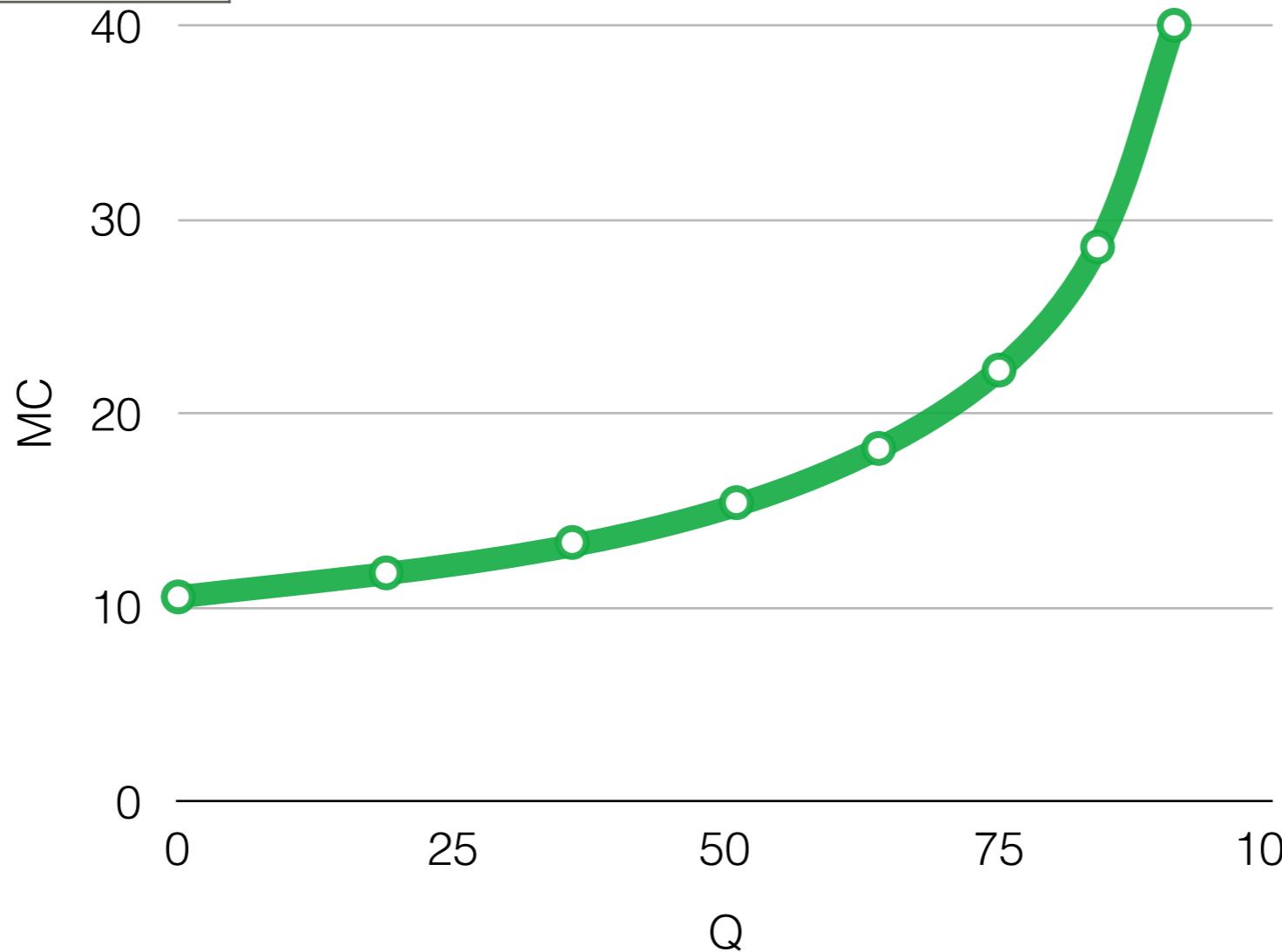
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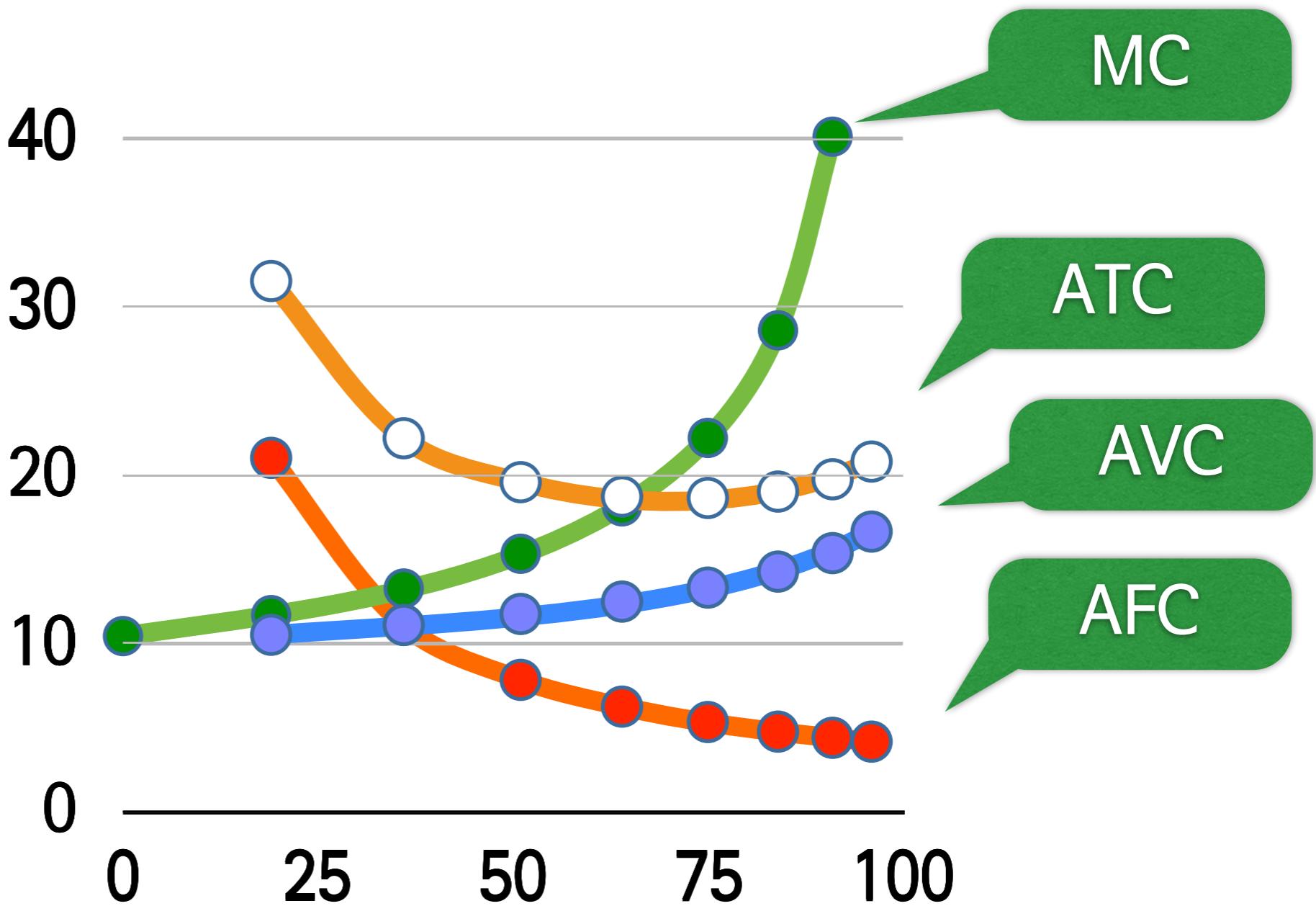
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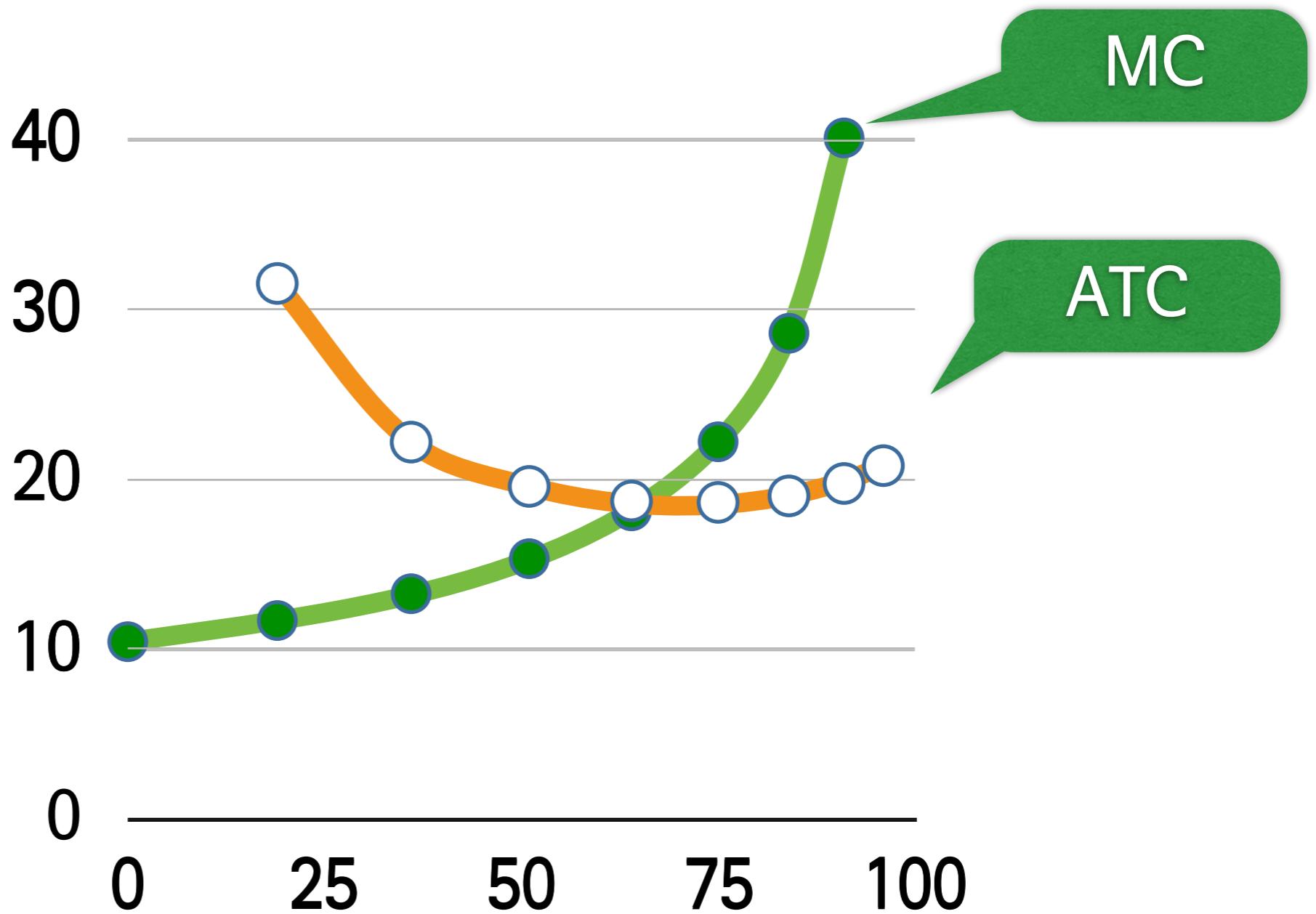


# Optimal Point: Minimum of AC

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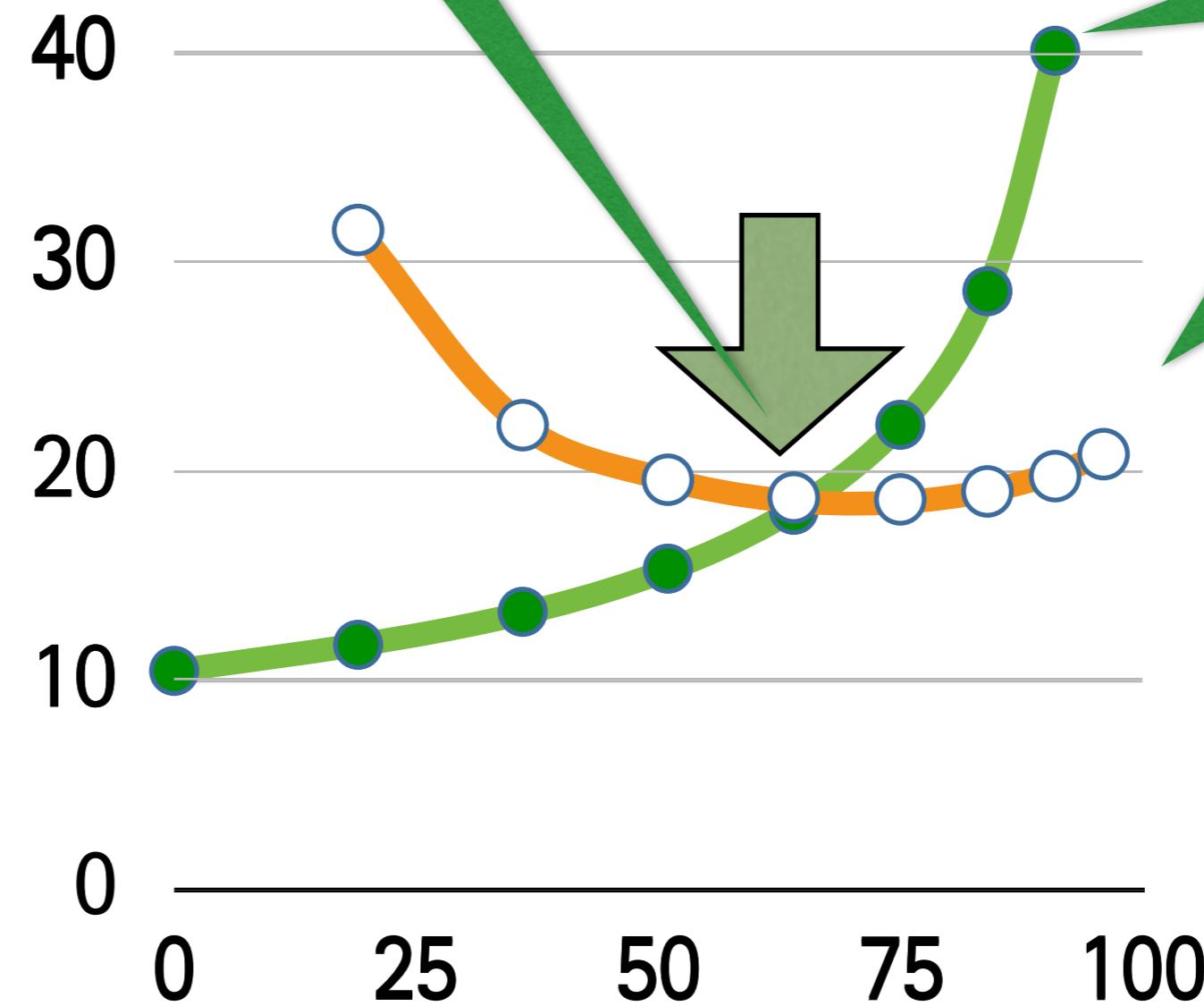


# Optimal Point: Minimum of AC

Minimum-cost output

MC

ATC



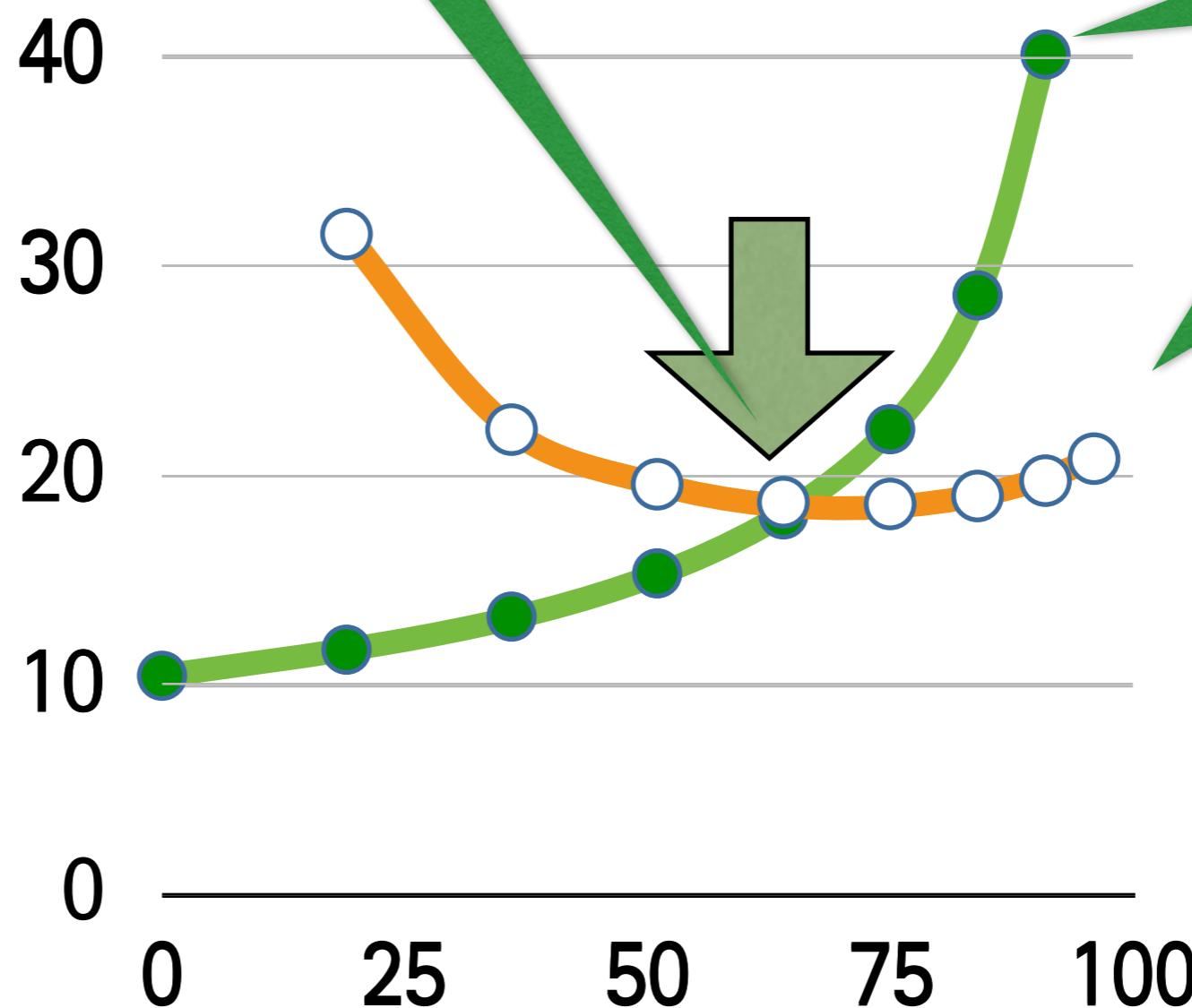
# Optimal Point: Minimum of AC

Minimum-cost output

MC

ATC

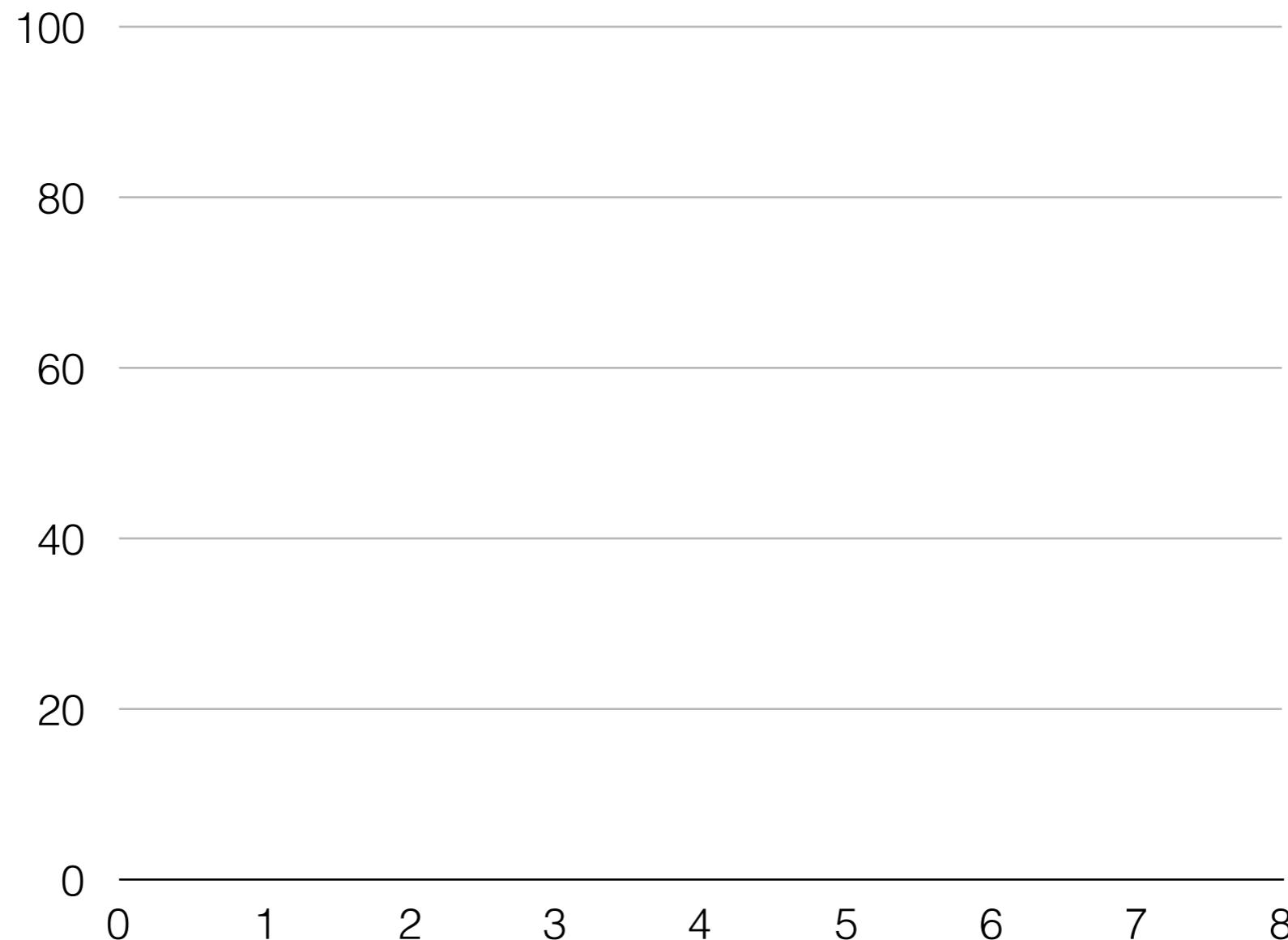
Q(단위)	MC(만원/ 단위)	AC(만원/ 단위)
0	10.53	$\infty$
19	11.76	31.58
36	13.33	22.22
51	15.38	19.61
64	18.18	18.75
75	22.22	18.67
84	28.57	19.05
91	40.00	19.78
96		20.83



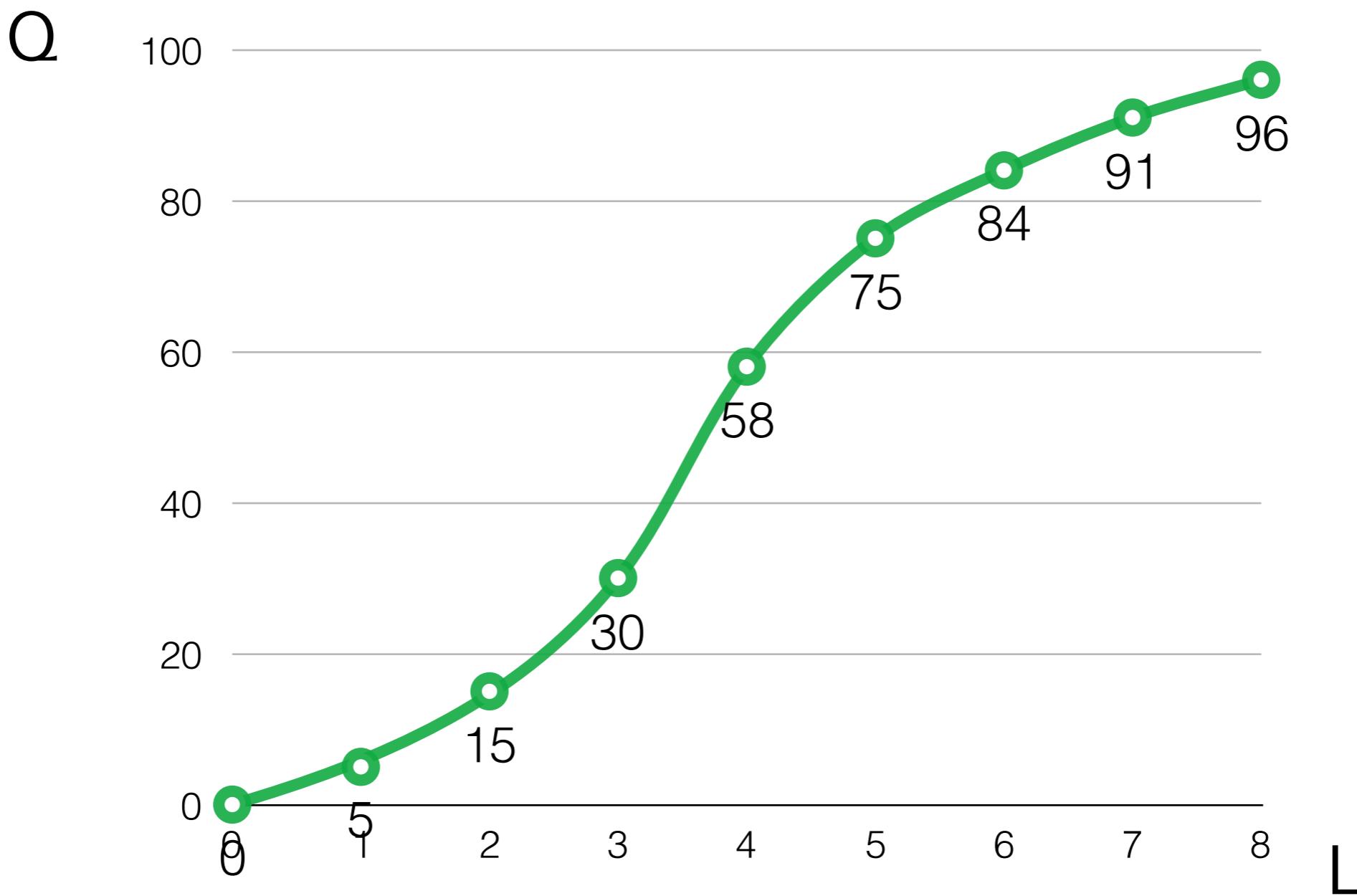
# General Case

# 일반적 총생산곡선 General TP Cv.

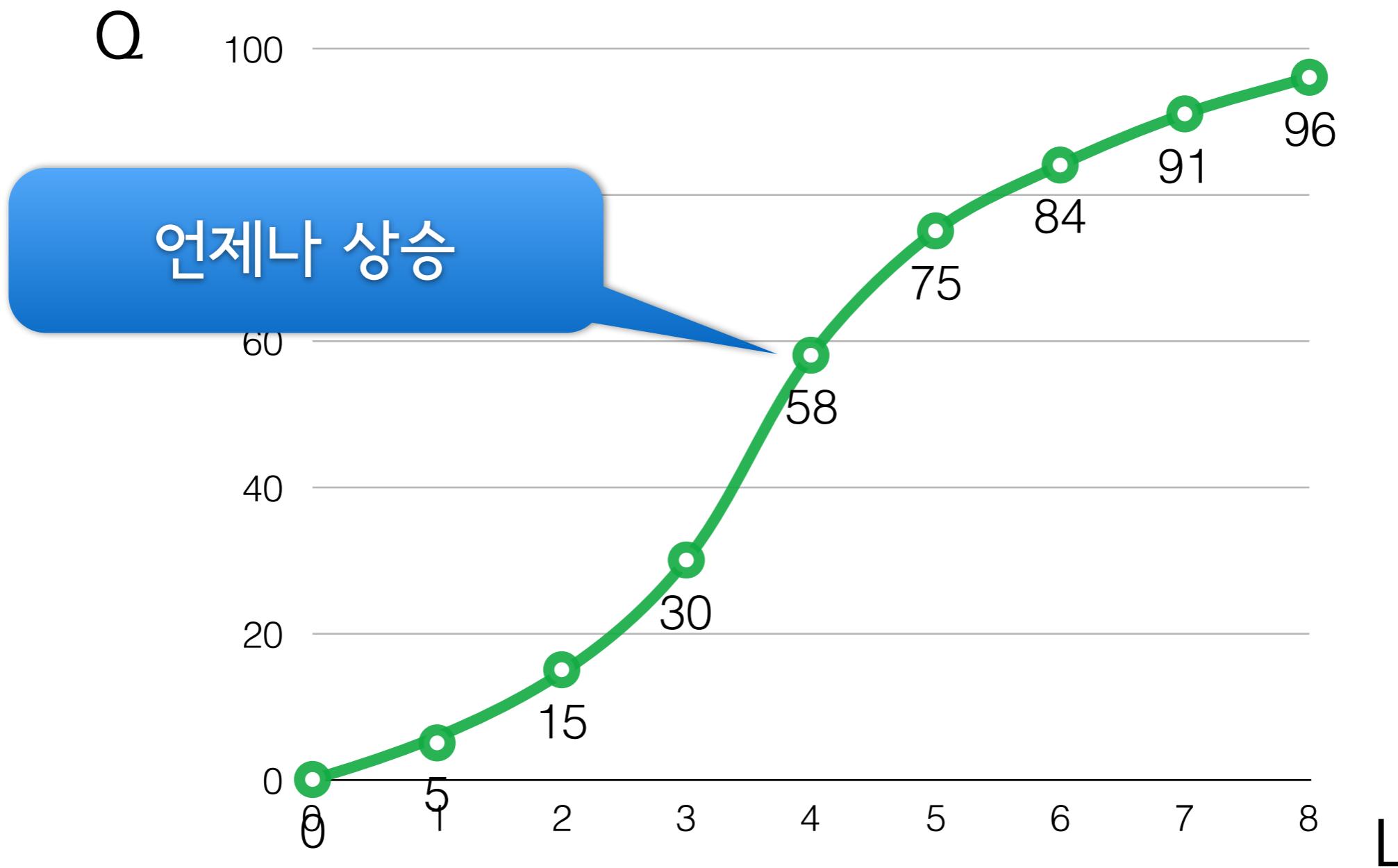
# 일반적 총생산곡선 General TP Cv.



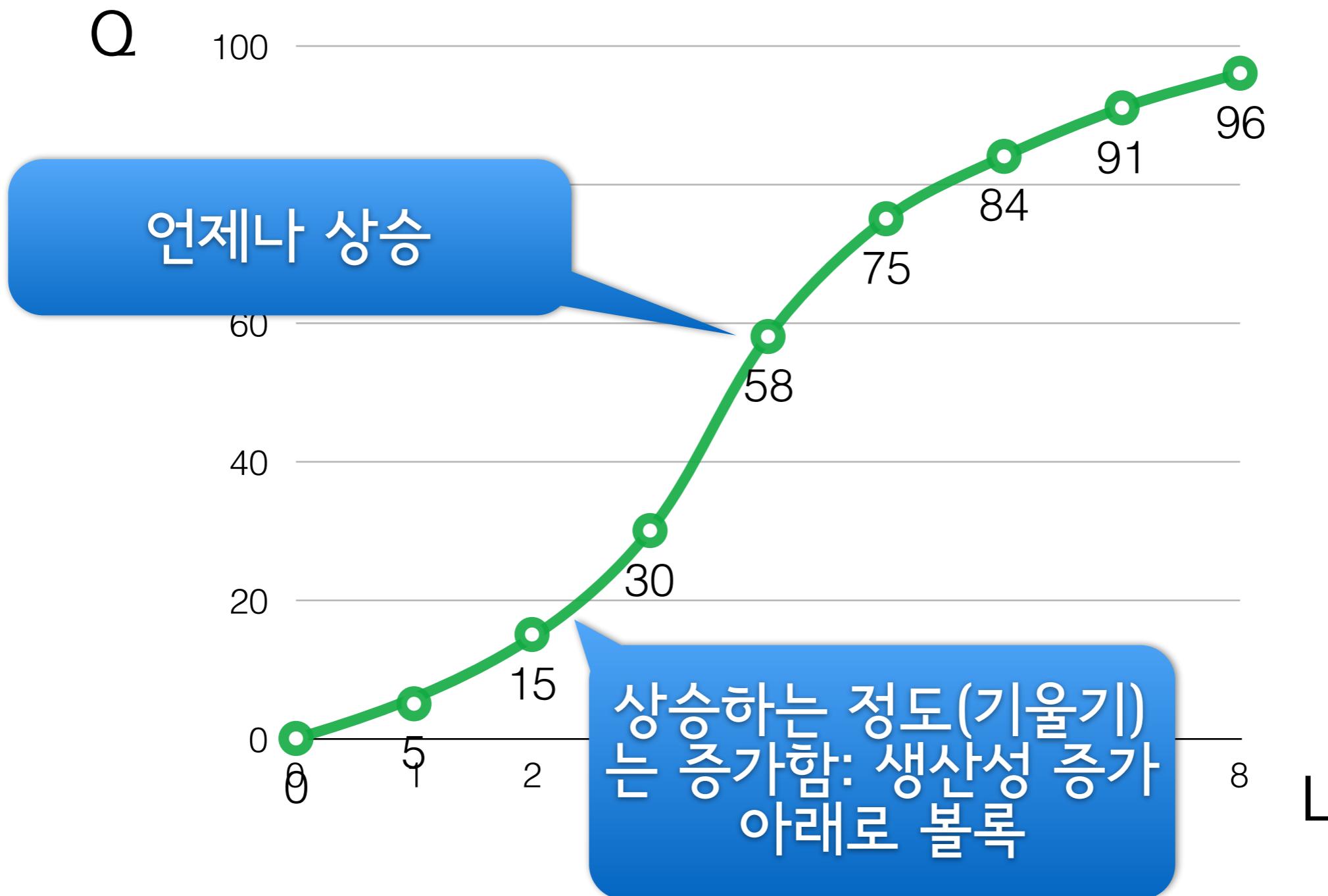
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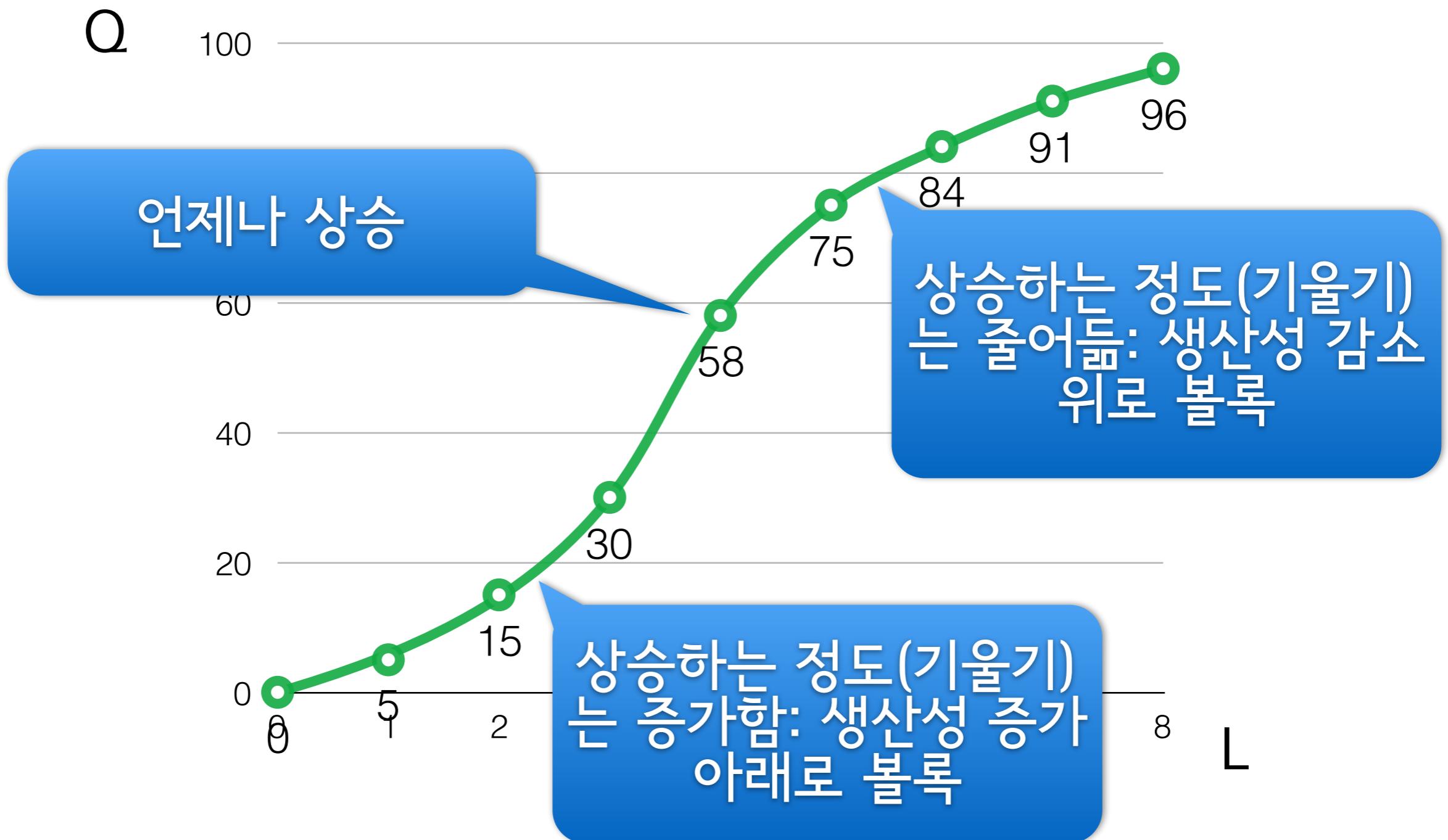
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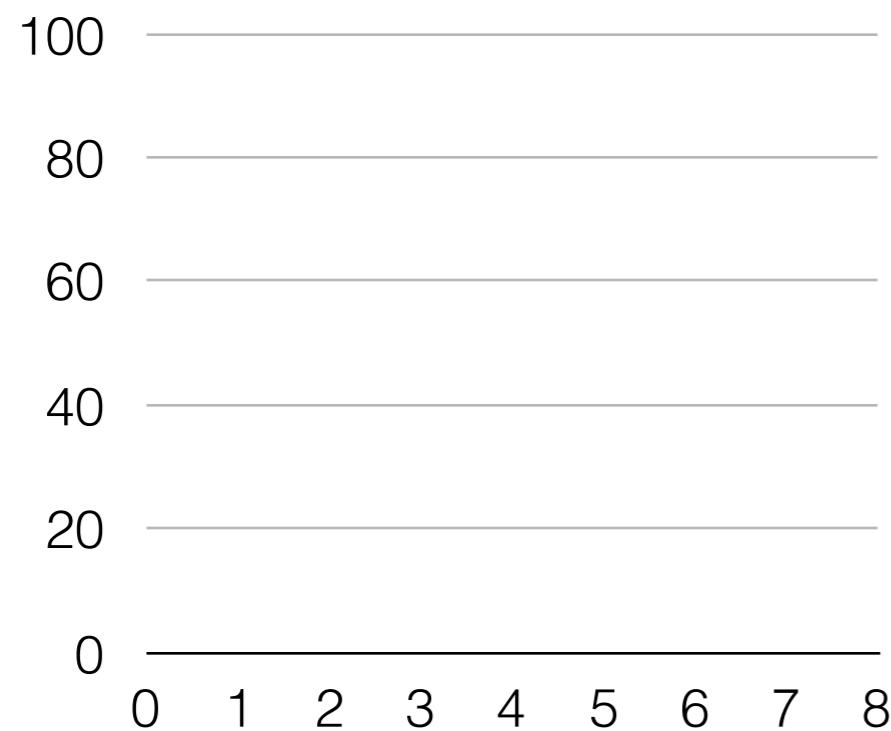


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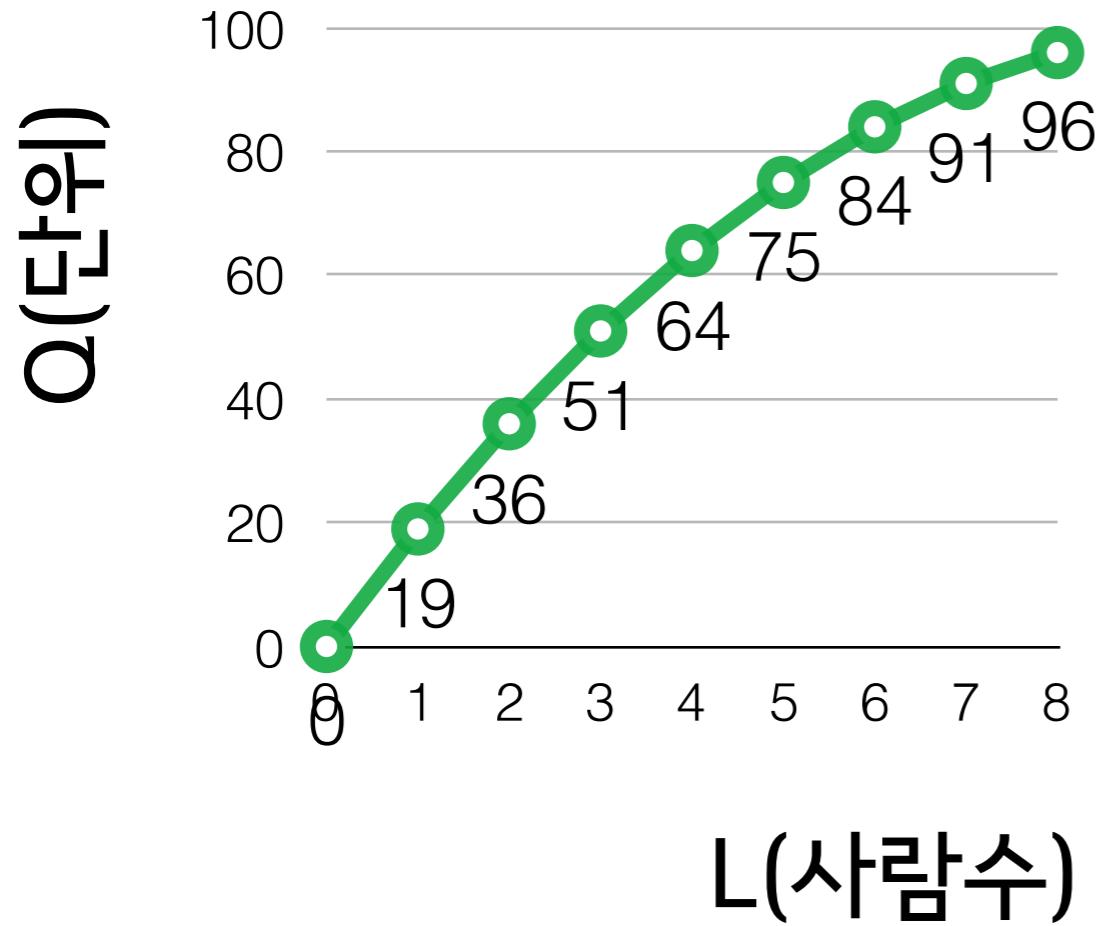
# TC Cv. & TP Cv

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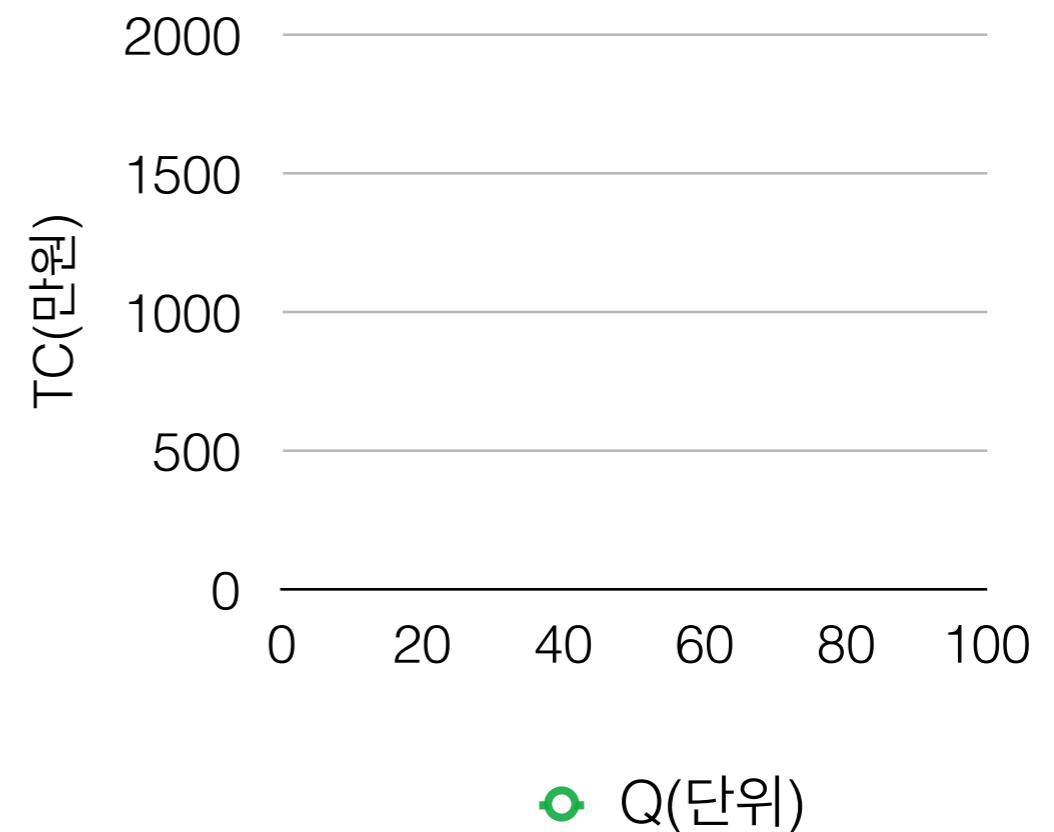
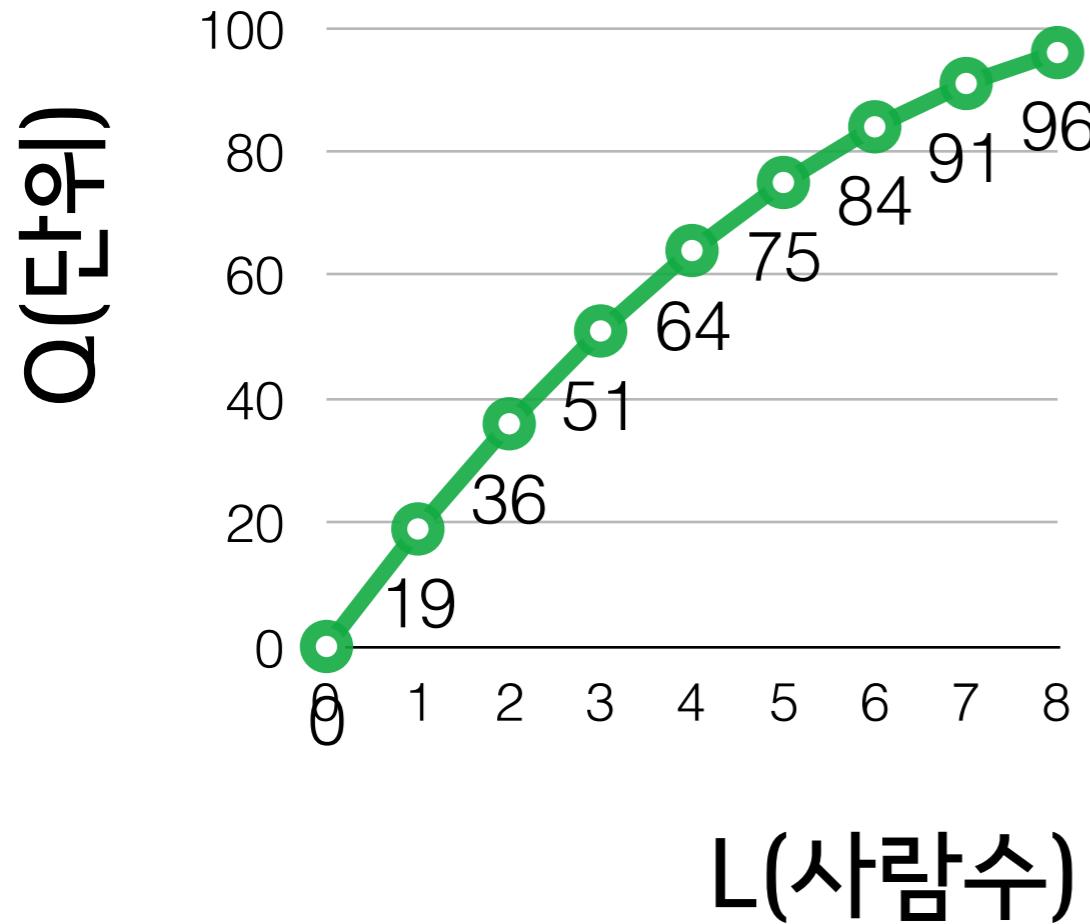
# TC Cv. & TP Cv

TP Curve



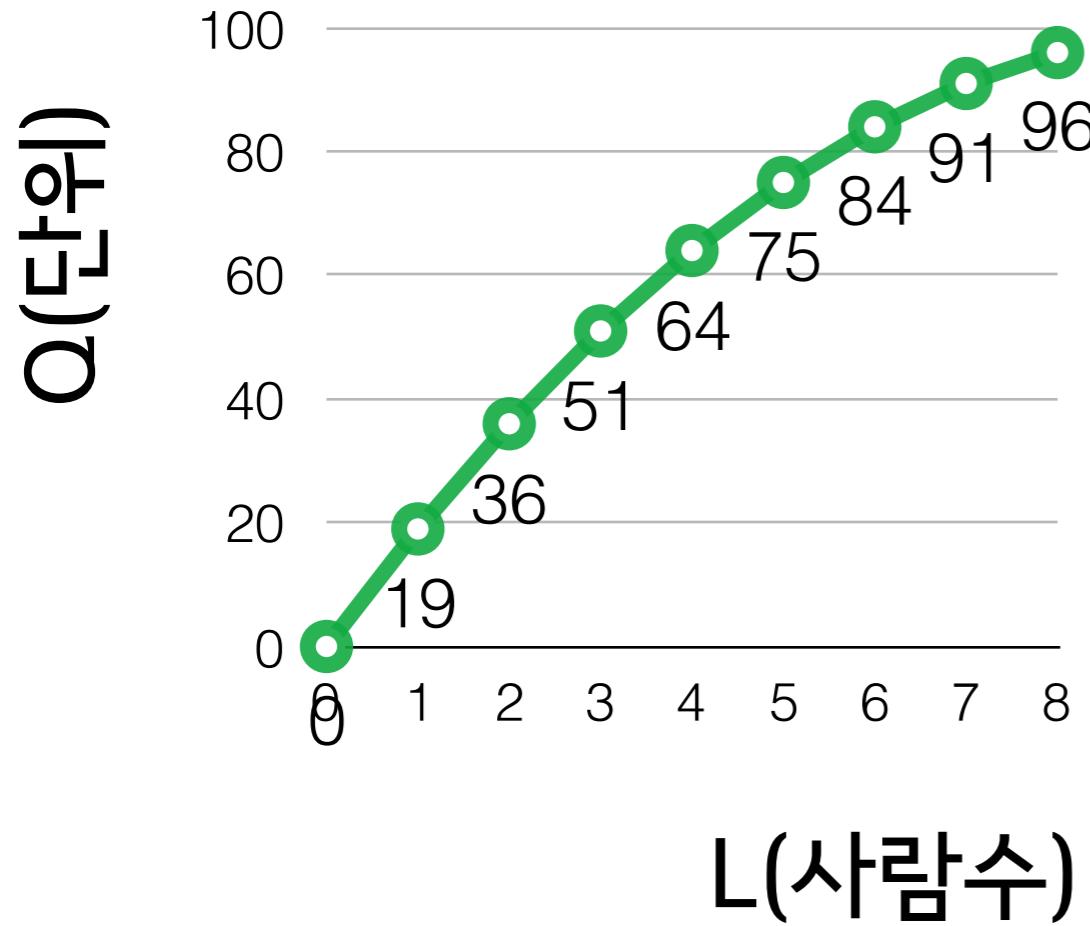
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TP Curve

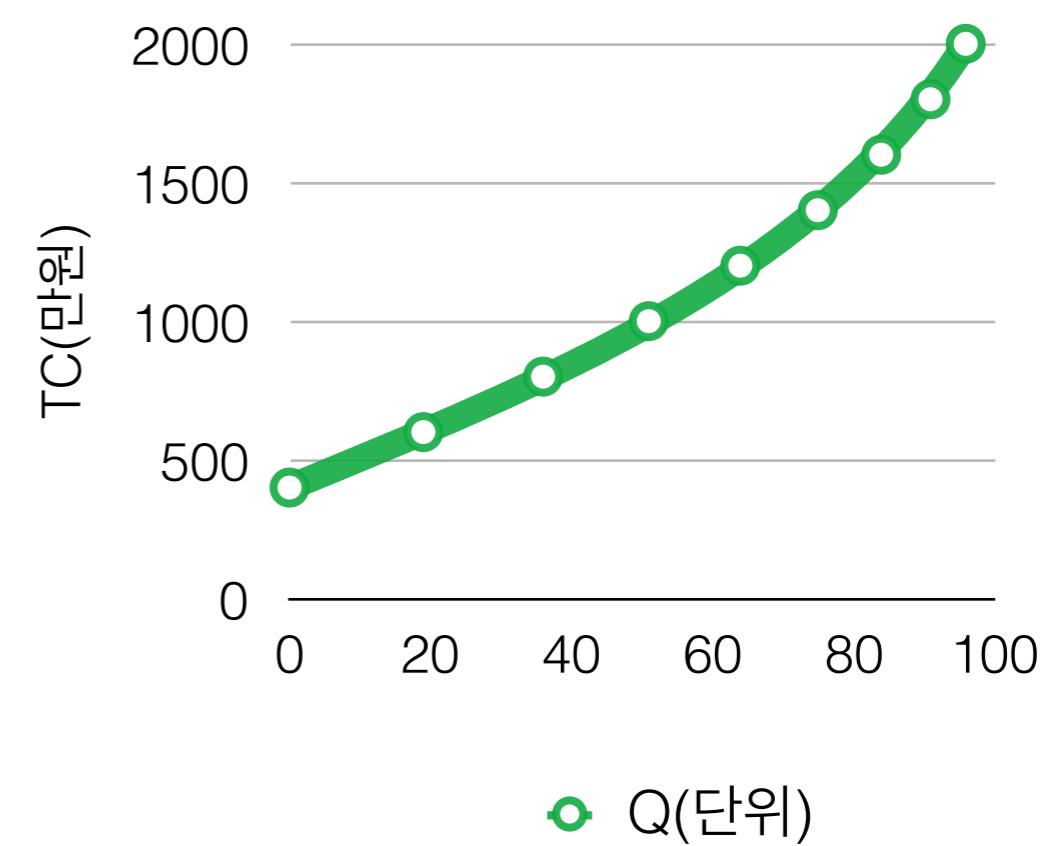


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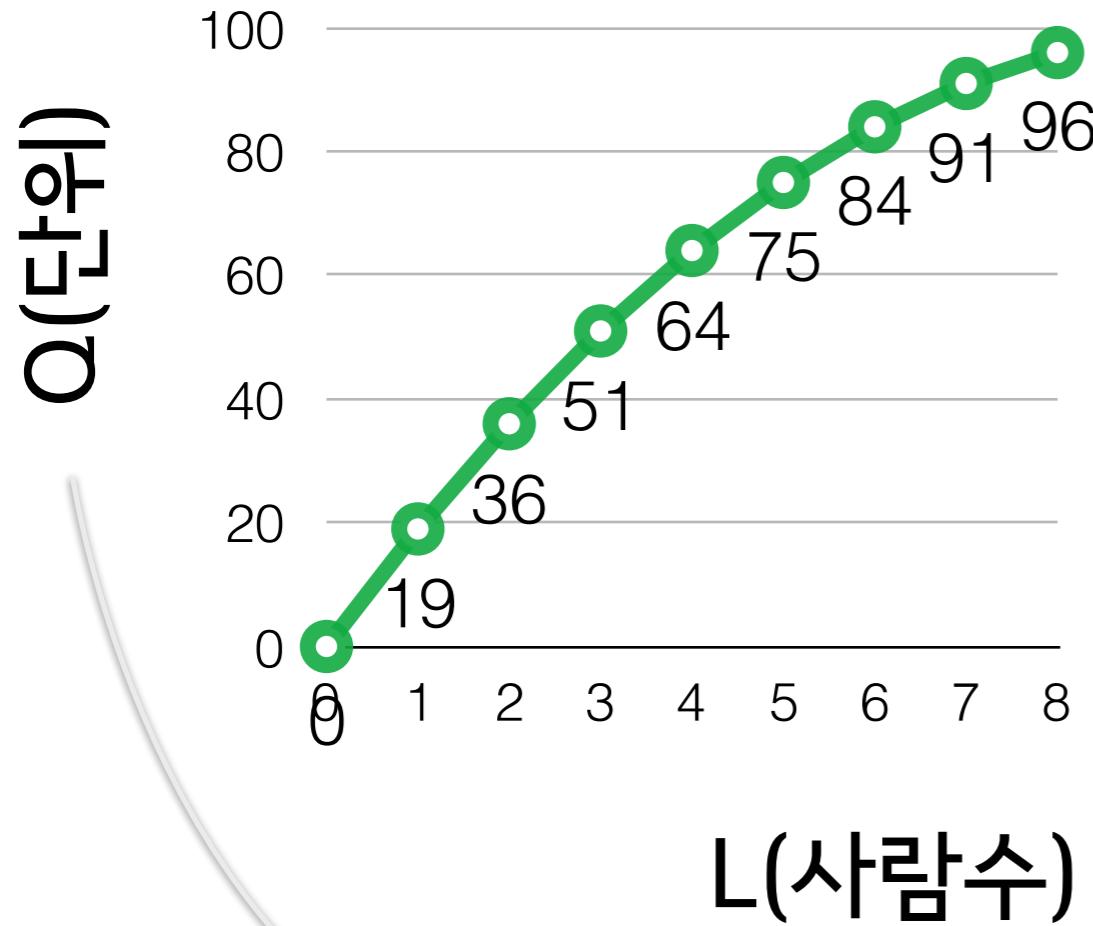


TC Curve

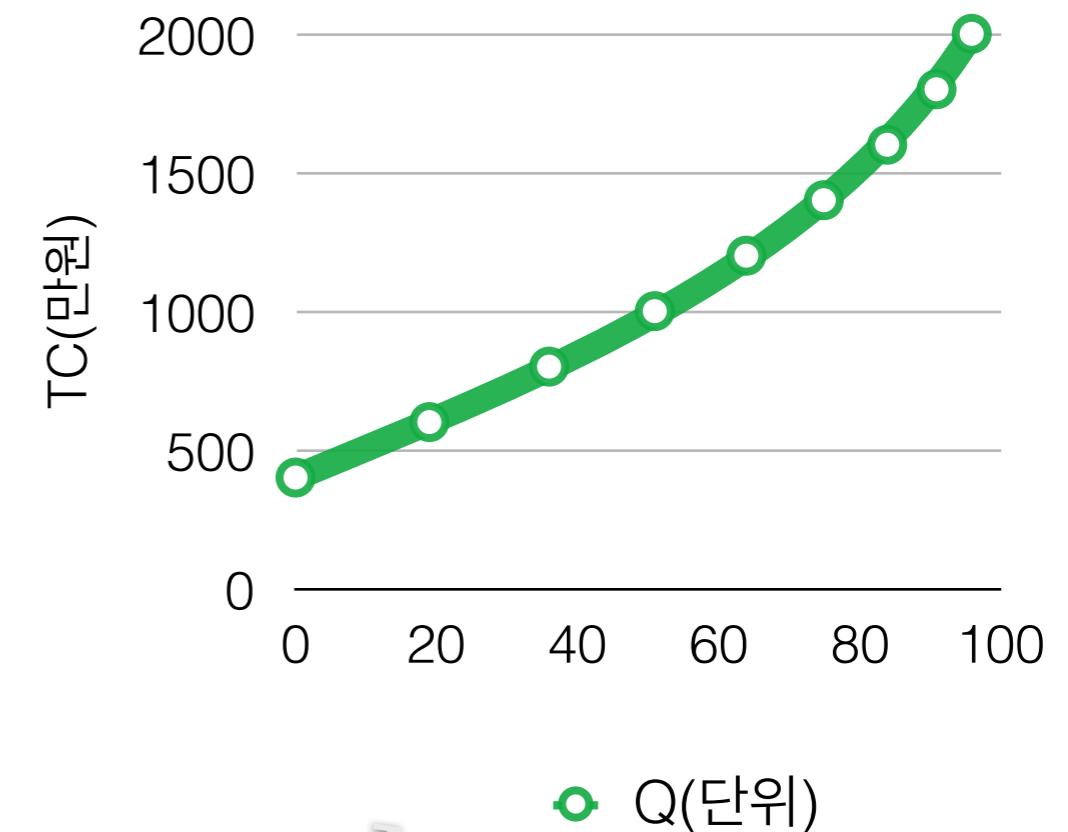


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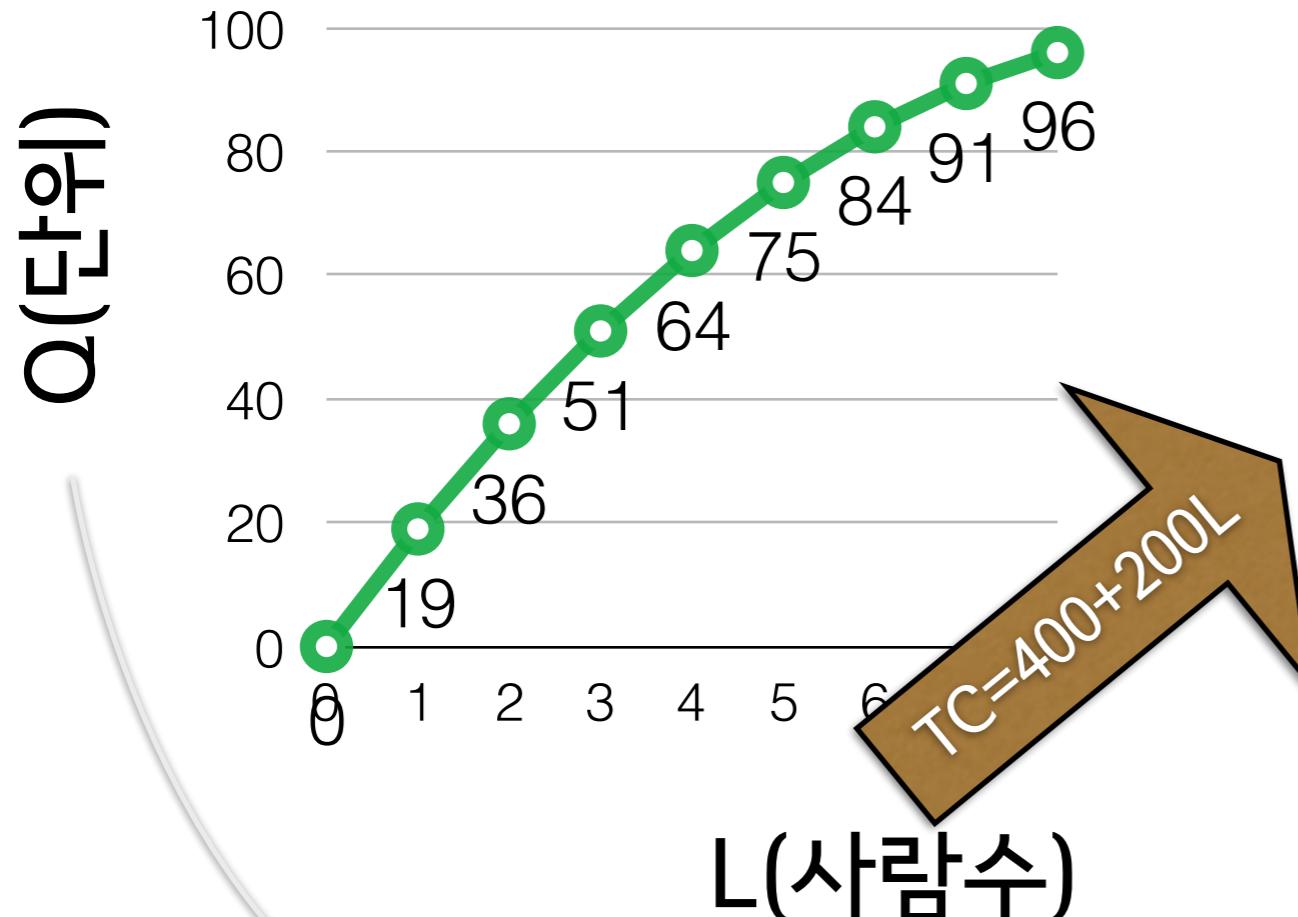


TC Curve

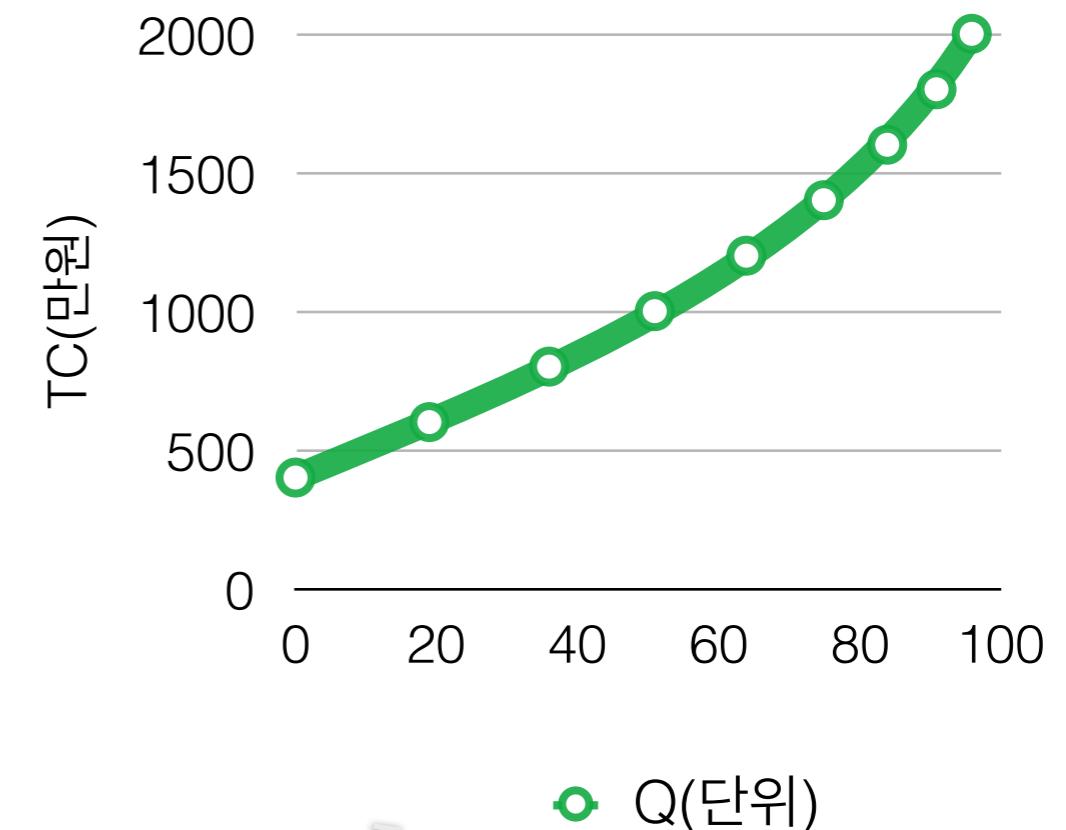


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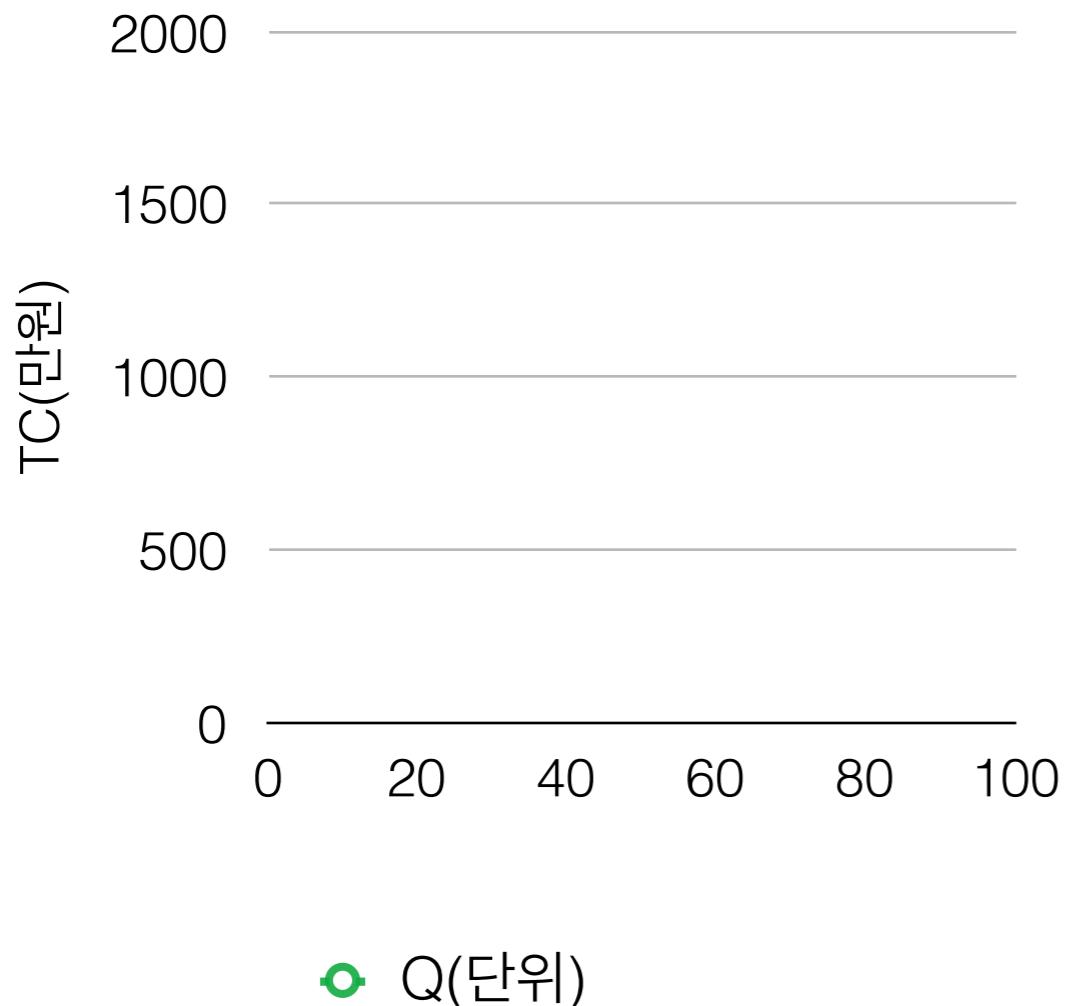


TC Curve

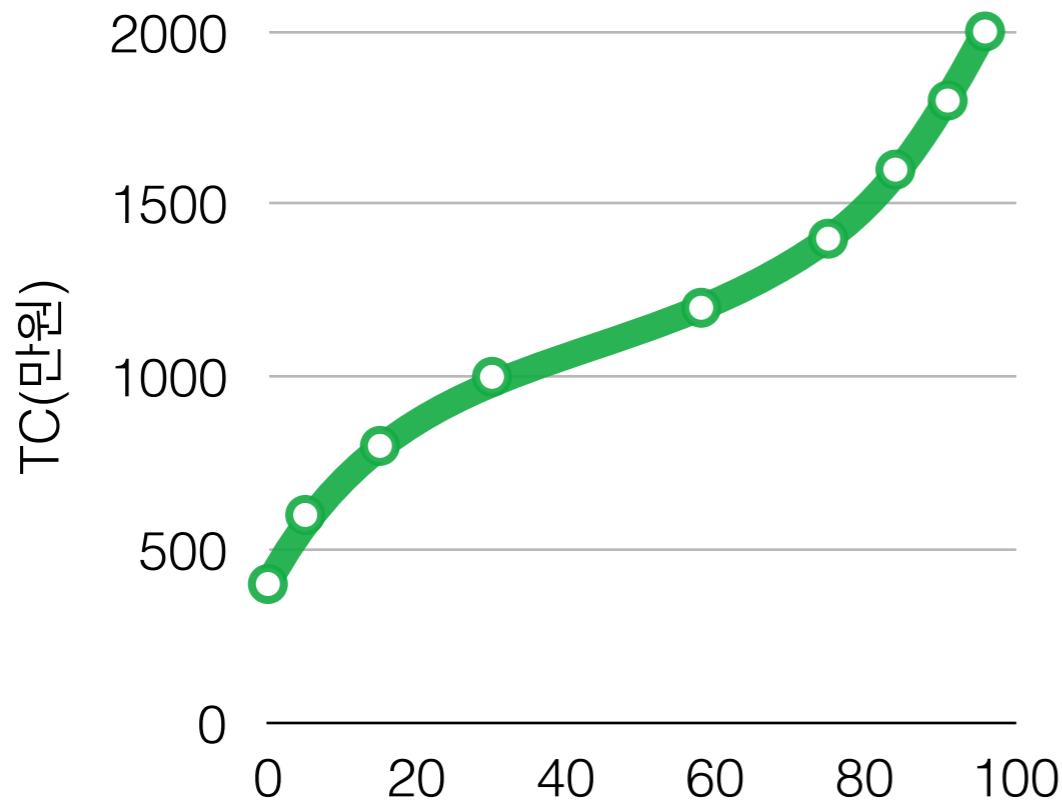


# General MC Cv: U-Shape

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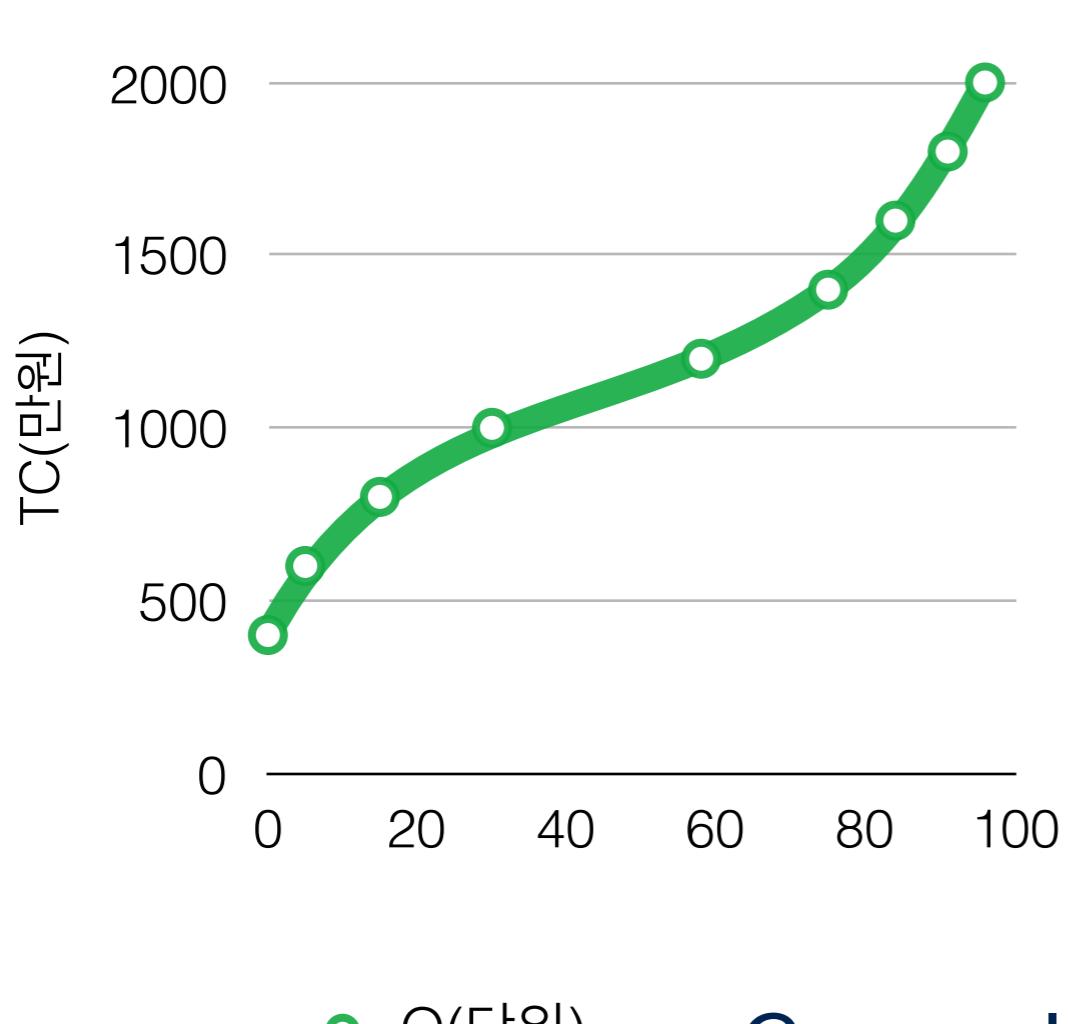
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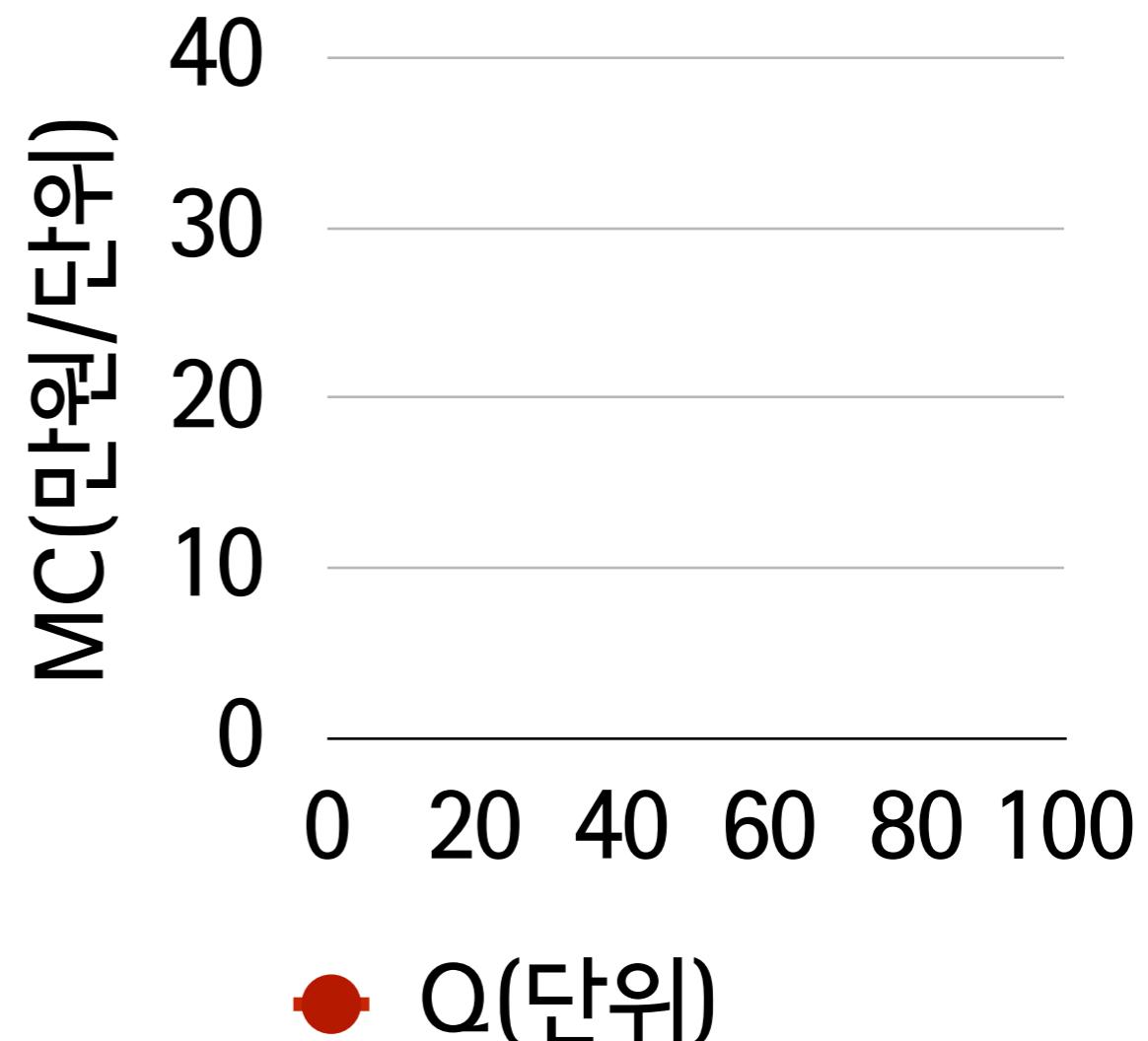
● Q(단위)

General  
TC Cv.

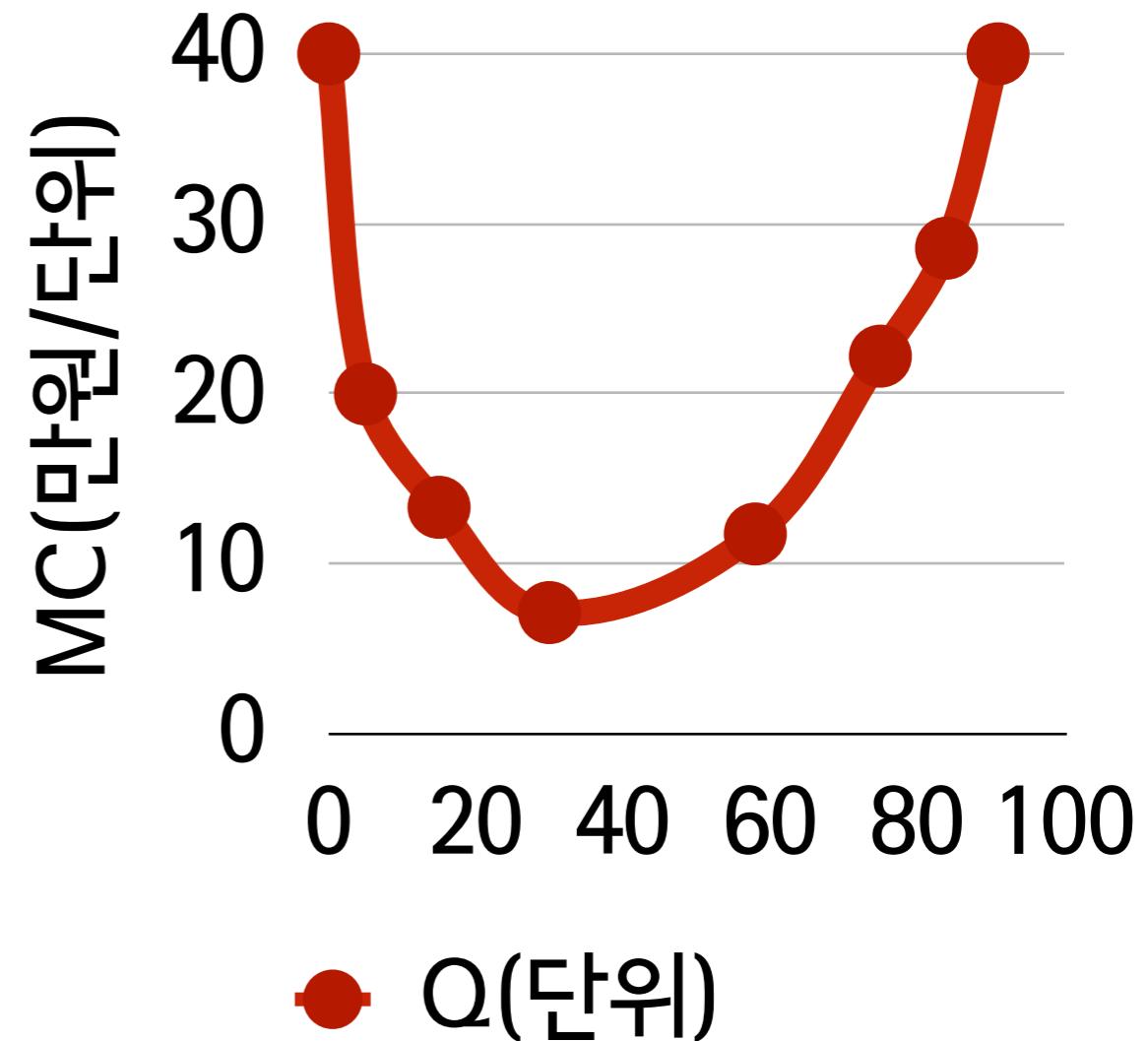
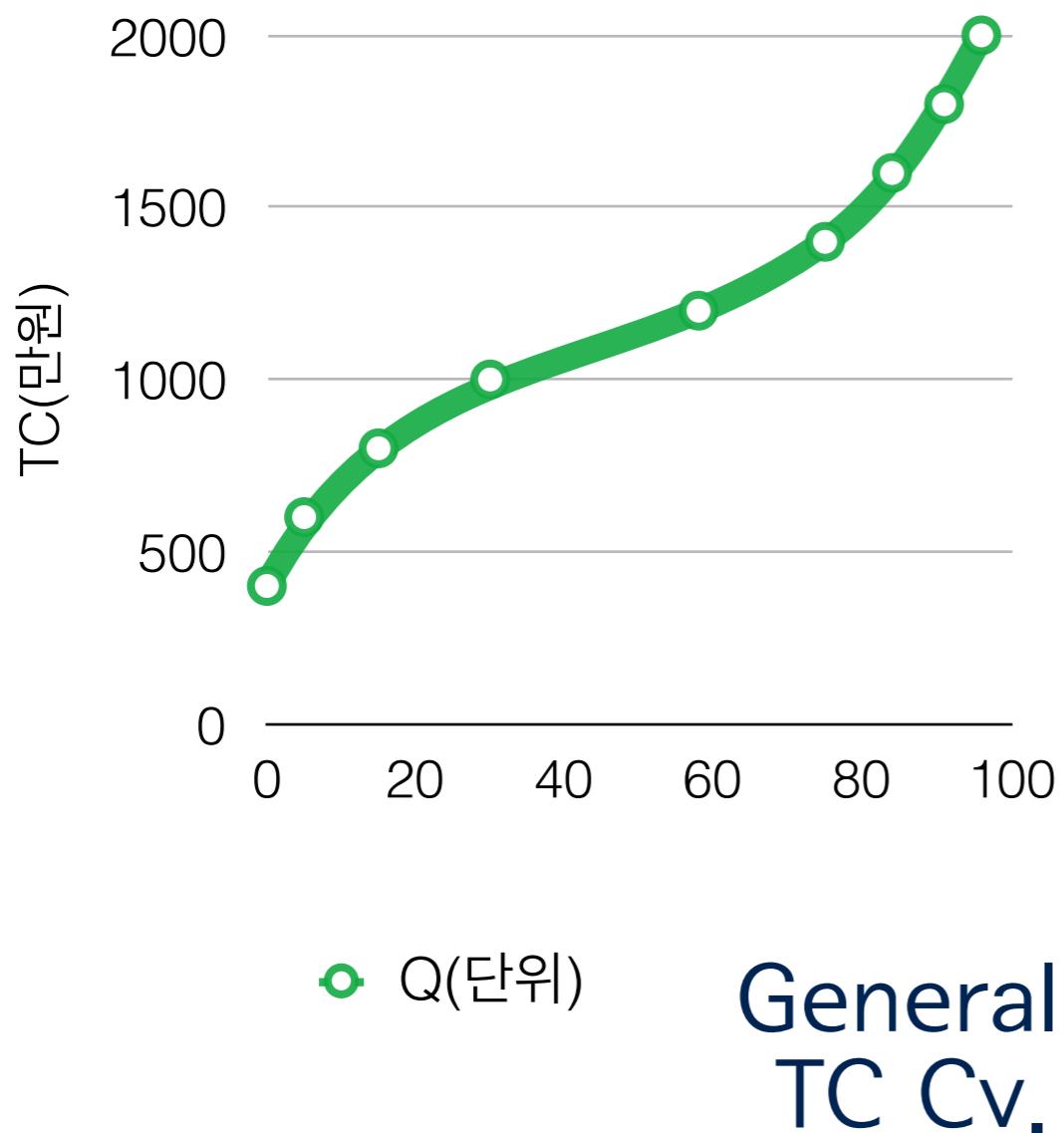
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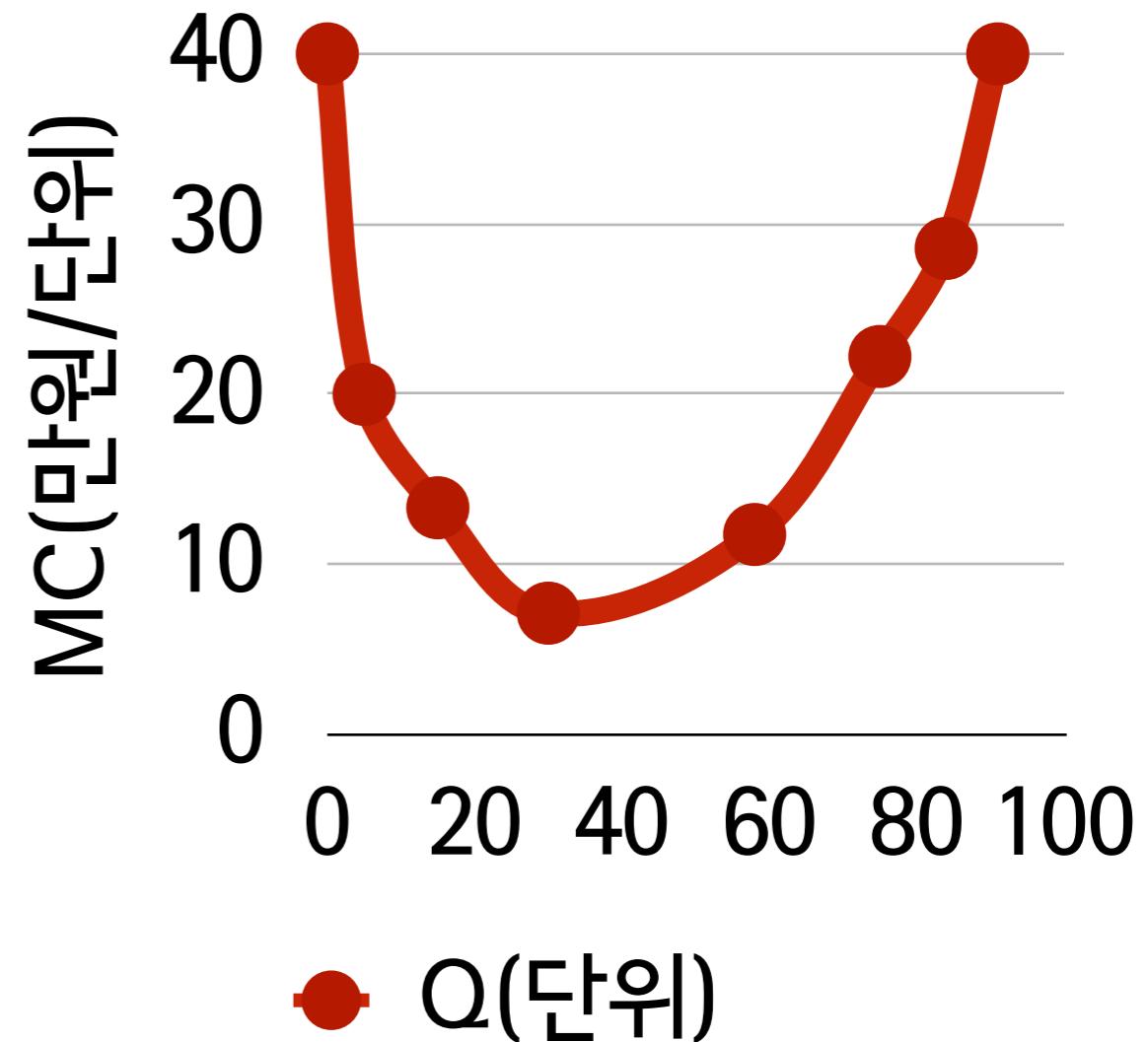
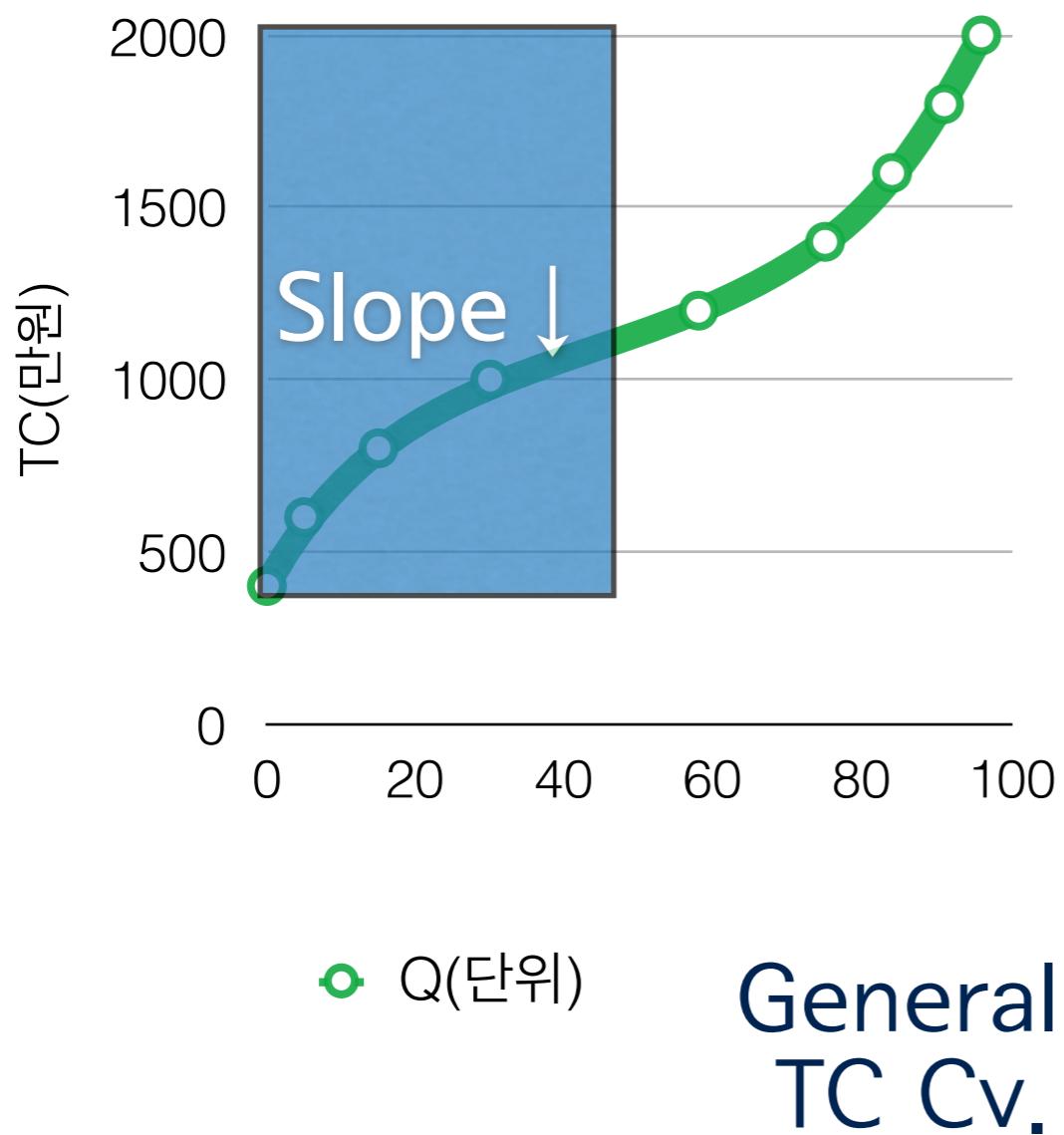
General  
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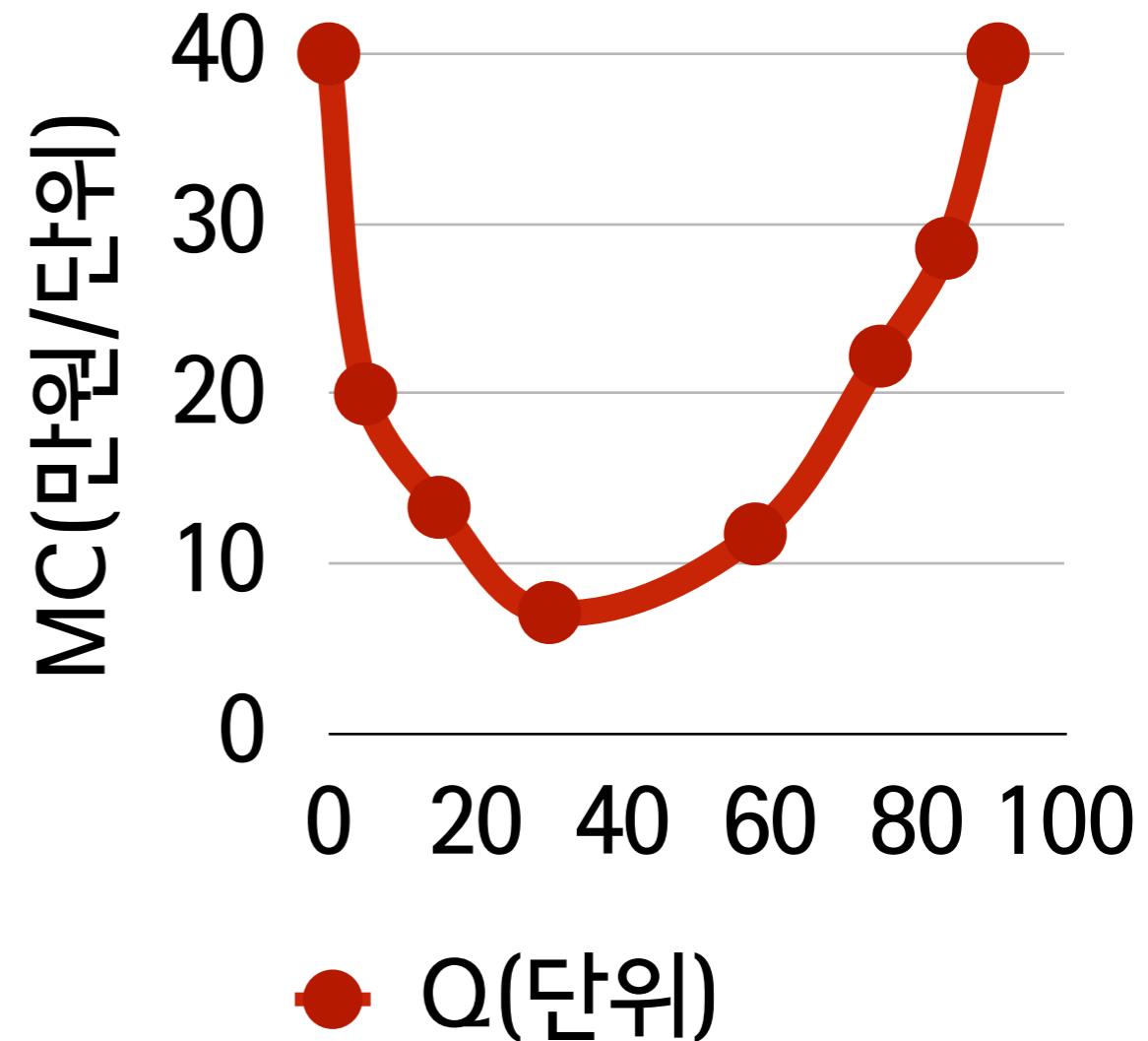
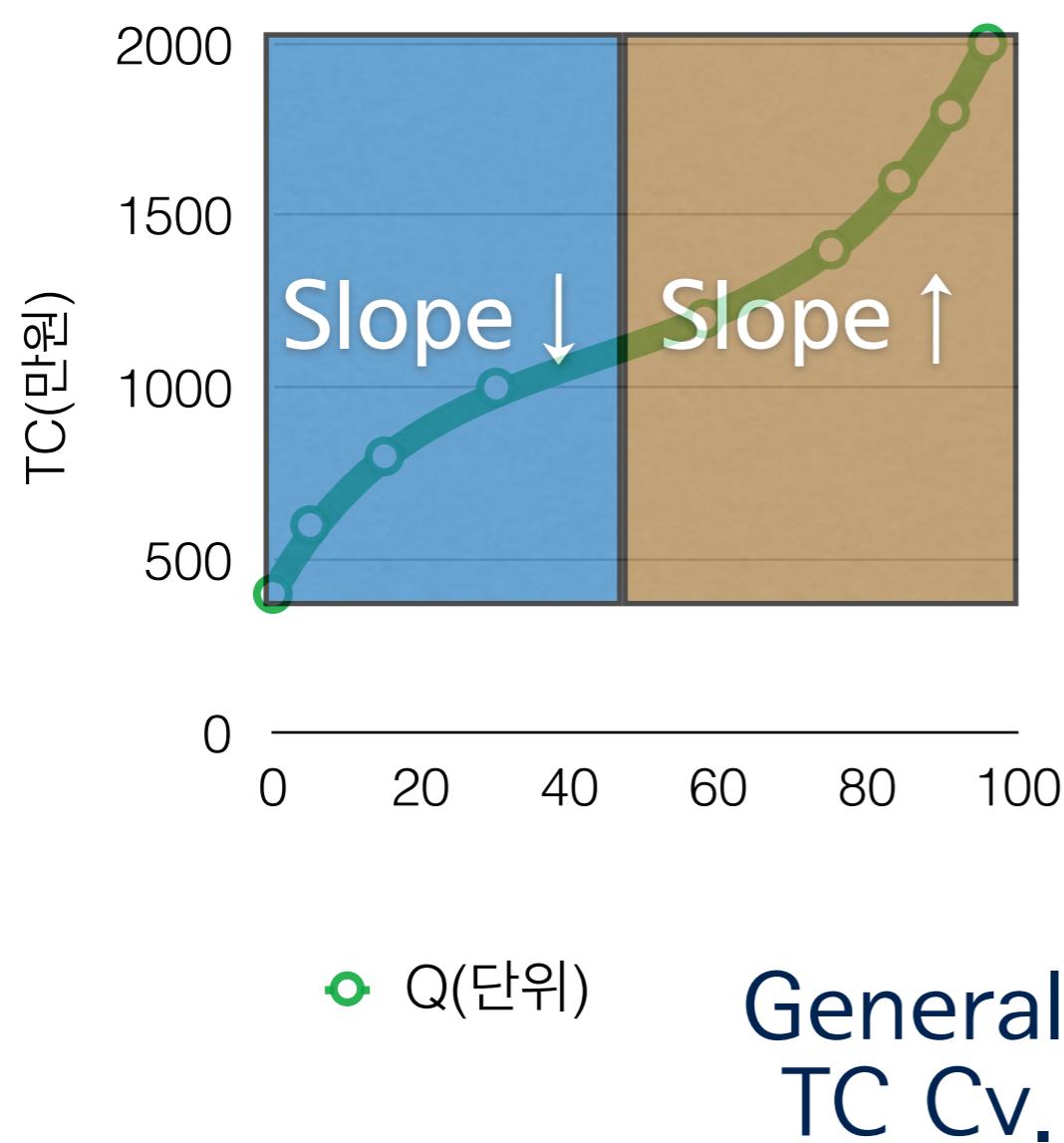
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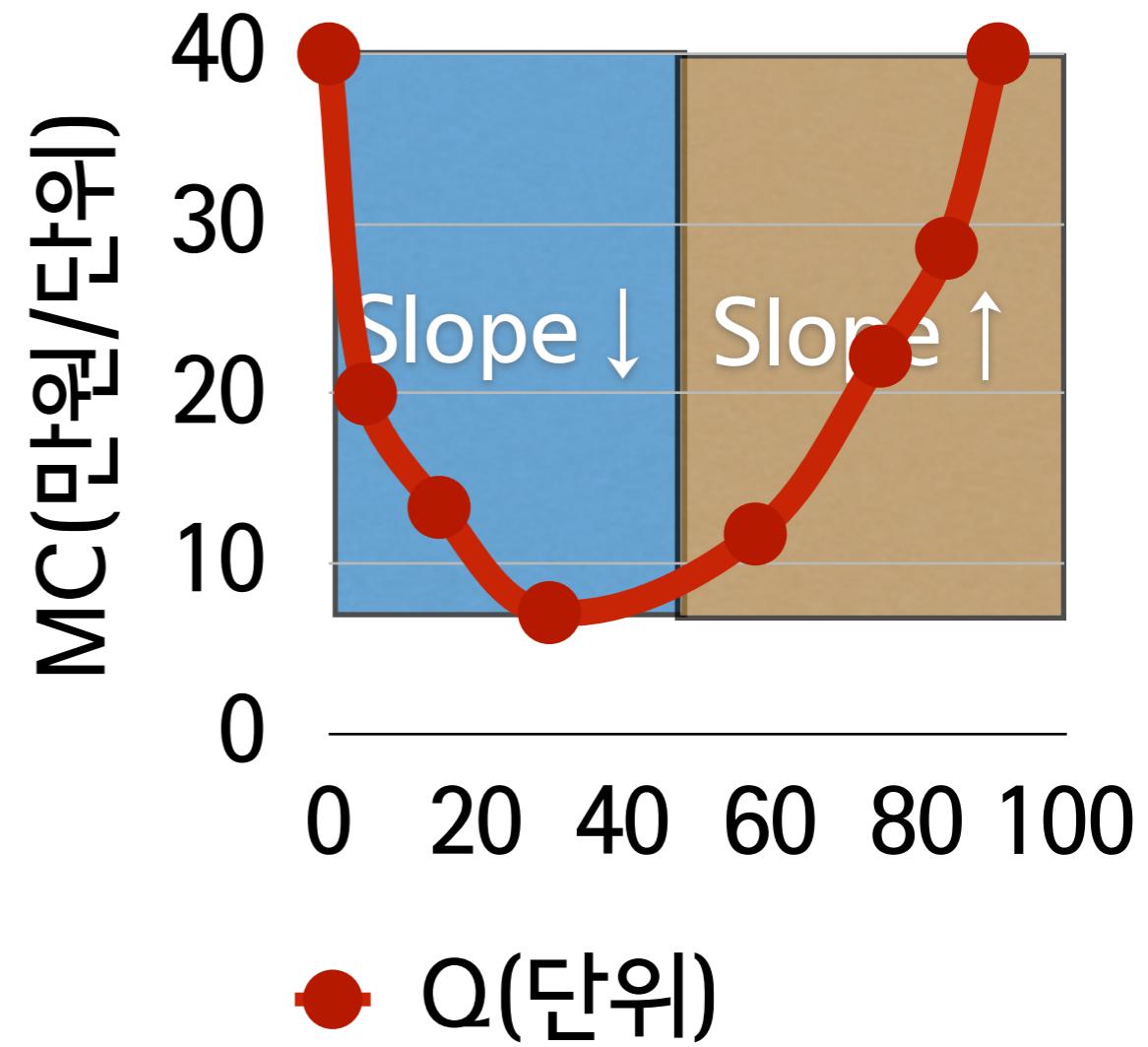
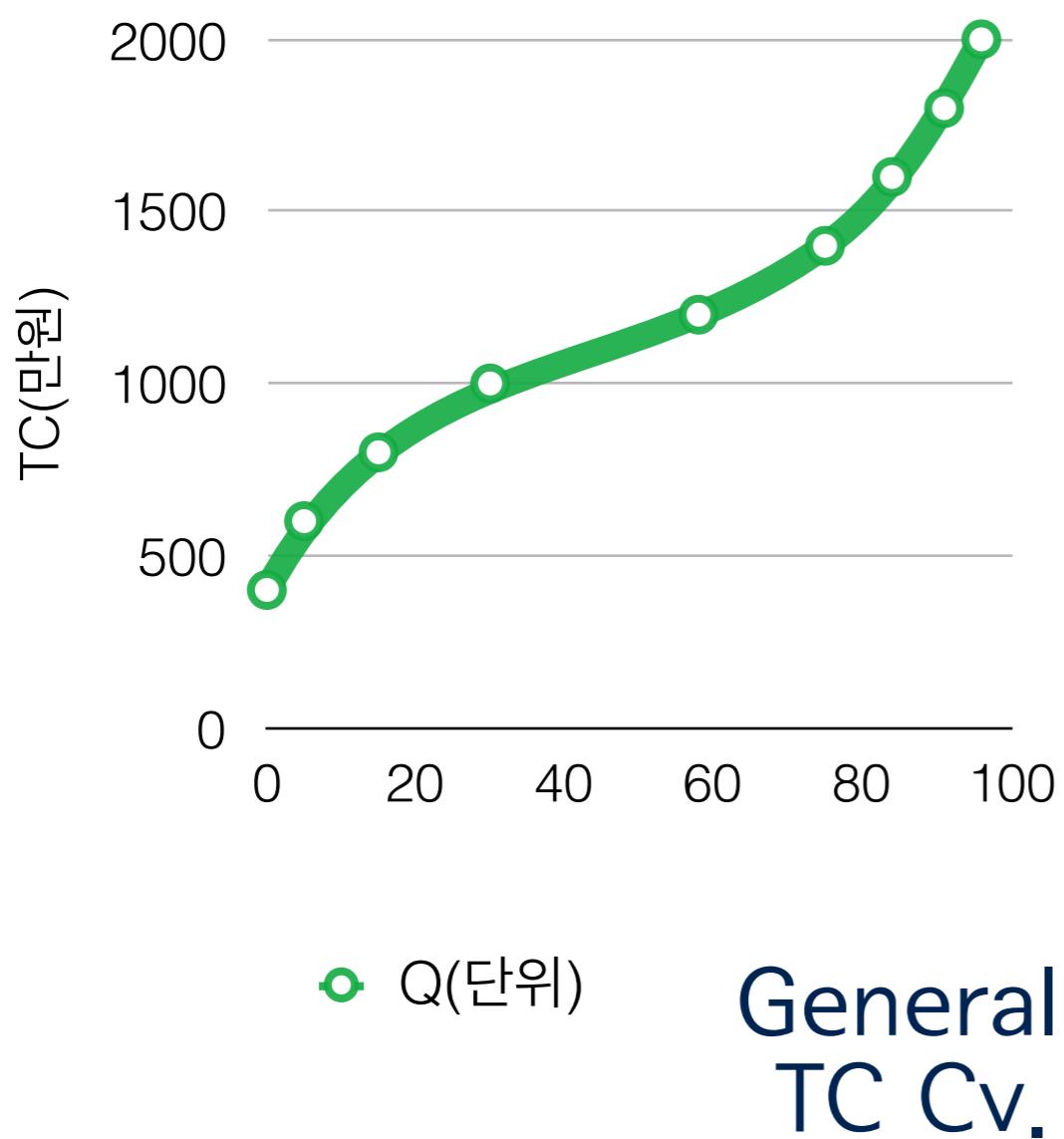
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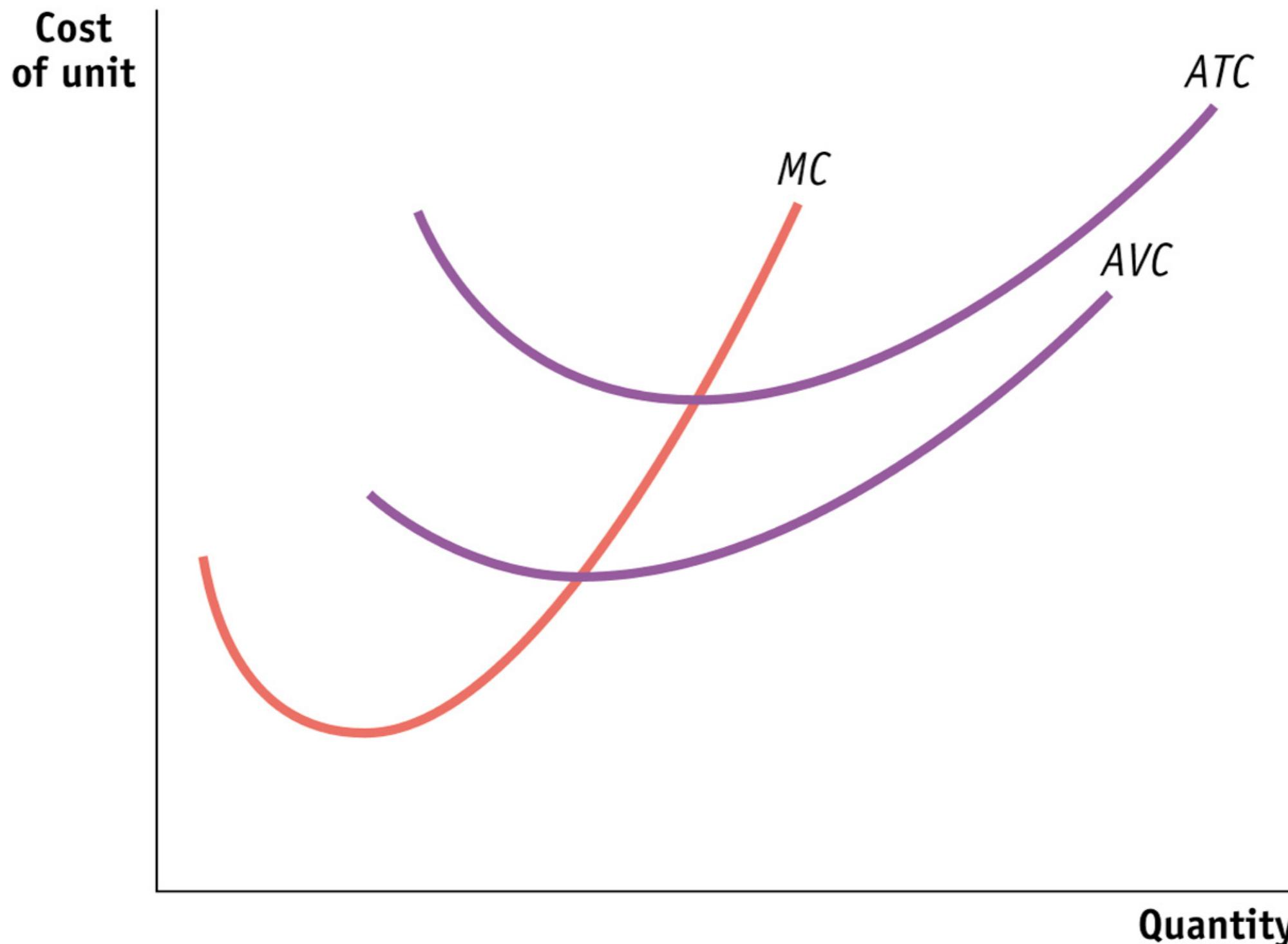
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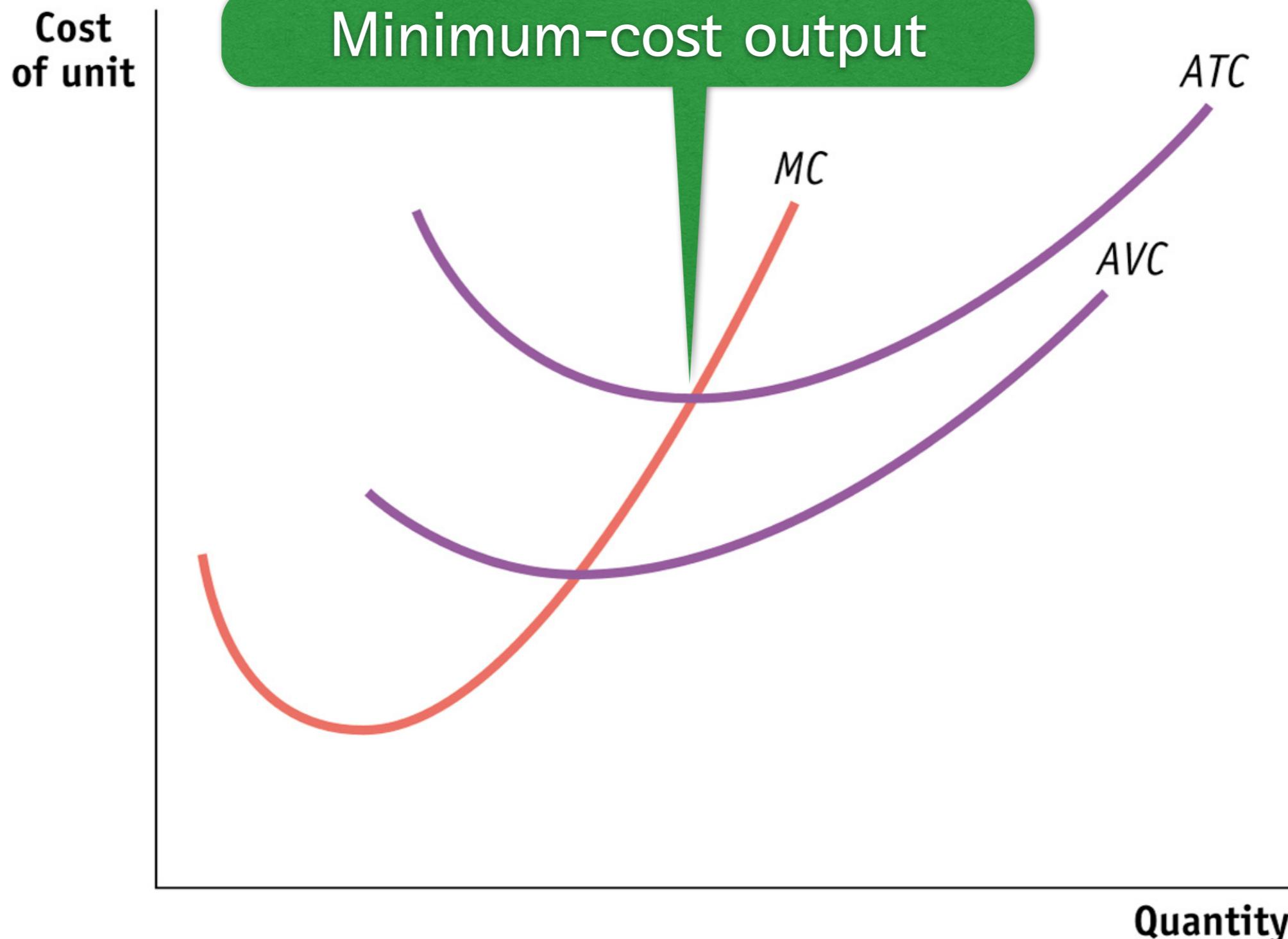
# General MC Cv: U-Shape



# General Cost cv.



# General Cost cv.



# 생산과 이윤 Production and profit

완전경쟁시장에서  
기업의 최적생산량 결정

Optimal Supply Quantity in the  
Perfect Competitive Market

# 총수입

## TR: Total Revenue

- $TR \equiv P \times Q$
- $\text{Profit} \equiv TR - TC$
- 쌀농사의 예에서, 쌀의 가격이 완전경쟁시장에서 단위당 20만원에 형성되어 있다면:
- $P = 20(\text{만원}/\text{단위})$

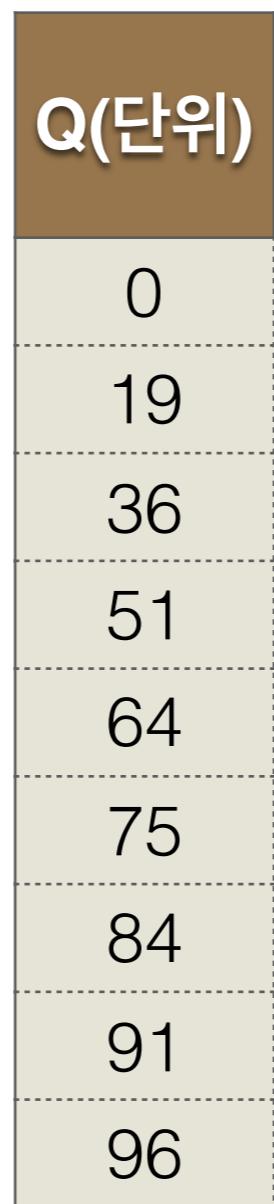
# Profit of Rice supply

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L(명)	Q(단위)	VC(만원)	FC(만원)	TC(만원)	MC(만원/단위)	AC(만원/단위)	AFC	AVC
0	0	0	400	400	10.5	$\infty$	$\infty$	-
1	19	200	400	600	11.8	31.6	21.1	10.5
2	36	400	400	800	13.3	22.2	11.1	11.1
3	51	600	400	1000	15.4	19.6	7.8	11.8
4	64	800	400	1200	18.2	18.8	6.3	12.5
5	75	1000	400	1400	22.2	18.7	5.3	13.3
6	84	1200	400	1600	28.6	19.0	4.8	14.3
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8	96	1600	400	2000		20.8	4.2	16.7

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64	1200
75	1400
84	1600
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96	2000

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Q(단위)	TC(만원)	Price(만원/단위)
0	400	20
19	600	20
36	800	20
51	1000	20
64	1200	20
75	1400	20
84	1600	20
91	1800	20
96	2000	20

# Profit of Rice supply

L(명)	Q(단위)	VC(만원)	FC(만원)	TC(만원)	MC(만원/단위)	AC(만원/단위)	AFC	AVC
0	0	0	400	400	10.5	$\infty$	$\infty$	-
1	19	200	400	600	11.8	31.6	21.1	10.5
2	36	400	400	800	13.3	22.2	11.1	11.1
3	51	600	400	1000	15.4	19.6	7.8	11.8
4	64	800	400	1200	18.2	18.8	6.3	12.5
5	75	1000	400	1400	22.2	18.7	5.3	13.3
6	84	1200	400	1600	28.6	19.0	4.8	14.3
7	91	1400	400	1800	40.0	19.8	4.4	15.4
8	96	1600	400	2000		20.8	4.2	16.7

Q(단위)	TC(만원)	Price(만원/단위)	TR(만원)
0	400	20	0
19	600	20	380
36	800	20	720
51	1000	20	1020
64	1200	20	1280
75	1400	20	1500
84	1600	20	1680
91	1800	20	1820
96	2000	20	1920

# Profit of Rice supply

L(명)	Q(단위)	VC(만원)	FC(만원)	TC(만원)	MC(만원/단위)	AC(만원/단위)	AFC	AVC
0	0	0	400	400	10.5	$\infty$	$\infty$	-
1	19	200	400	600	11.8	31.6	21.1	10.5
2	36	400	400	800	13.3	22.2	11.1	11.1
3	51	600	400	1000	15.4	19.6	7.8	11.8
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5	75	1000	400	1400	22.2	18.7	5.3	13.3
6	84	1200	400	1600	28.6	19.0	4.8	14.3
7	91	1400	400	1800	40.0	19.8	4.4	15.4
8	96	1600	400	2000		20.8	4.2	16.7

Q(단위)	TC(만원)	Price(만원/단위)	TR(만원)	Profit(만원)
0	400	20	0	-400
19	600	20	380	-220
36	800	20	720	-80
51	1000	20	1020	20
64	1200	20	1280	80
75	1400	20	1500	100
84	1600	20	1680	80
91	1800	20	1820	20
96	2000	20	1920	-80

# Profit of Rice supply

L(명)	Q(단위)	VC(만원)	FC(만원)	TC(만원)	MC(만원/단위)	AC(만원/단위)	AFC	AVC
0	0	0	400	400	10.5	$\infty$	$\infty$	-
1	19	200	400	600	11.8	31.6	21.1	10.5
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6	84	1200	400	1600	28.6	19.0	4.8	14.3
7	91	1400	400	1800	40.0	19.8	4.4	15.4
8	96	1600	400	2000		20.8	4.2	16.7

Optimal  
Quantity

Q(단위)	TC(만원)	Price(만원/단위)	TR(만원)	Profit(만원)
0	400	20	0	-400
19	600	20	380	-220
36	800	20	720	-80
51	1000	20	1020	20
64	1200	20	1280	80
75	1400	20	1500	100
84	1600	20	1680	80
91	1800	20	1820	20
96	2000	20	1920	-80

# 한계수입

## MR: Marginal Revenue

- $MR \equiv \Delta TR / \Delta Q$
- 산출량을 1단위 늘렸을 때 변화하는 수입의 양
- 완전경쟁시장에서는 단위당 가격이 될 수 밖에 없음(즉, MR곡선은 수평이며 그 값은 가격 P: 시장에서 주어졌으므로 상수임)
  - $\because MR \equiv \Delta TR / \Delta Q = (P \Delta Q) / \Delta Q = P$
  - $(MR = dTR/dQ = d(PQ)/dQ = P)$

# MR vs. MC

# MR vs. MC

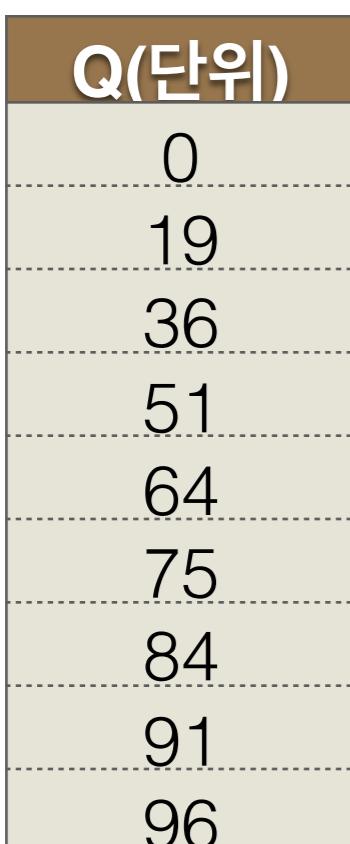
L(명)	Q(단위)	VC(만원)	FC(만원)	TC(만원)	MC(만원/단위)	AC(만원/단위)	AFC	AVC
0	0	0	400	400	10.5	$\infty$	$\infty$	-
1	19	200	400	600	11.8	31.6	21.1	10.5
2	36	400	400	800	13.3	22.2	11.1	11.1
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Q(단위)	TC(만원)	TR(만원)	Profit(만원)
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19	600	380	-220
36	800	720	-80
51	1000	1020	20
64	1200	1280	80
75	1400	1500	100
84	1600	1680	80
91	1800	1820	20
96	2000	1920	-80

# MR vs. MC

L(명)	Q(단위)	VC(만원)	FC(만원)	TC(만원)	MC(만원/단위)	AC(만원/단위)	AFC	AVC
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Q(단위)	TC(만원)	TR(만원)	Profit(만원)
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19	600	380	-220
36	800	720	-80
51	1000	1020	20
64	1200	1280	80
75	1400	1500	100
84	1600	1680	80
91	1800	1820	20
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# MR vs. MC

L(명)	Q(단위)	VC(만원)	FC(만원)	TC(만원)	MC(만원/단위)	AC(만원/단위)	AFC	AVC
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Q(단위)	TC(만원)	TR(만원)	Profit(만원)
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19	600	380	-220
36	800	720	-80
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L(명)	Q(단위)	VC(만원)	FC(만원)	TC(만원)	MC(만원/단위)	AC(만원/단위)	AFC	AVC
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8	96	1600	400	2000	20.8	4.2	-	16.7

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36	800	720	-80
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64	1200	1280	80	18.2
75	1400	1500	100	22.2
84	1600	1680	80	28.6
91	1800	1820	20	40.0
96	2000	1920	-80	-

# MR vs. MC

L(명)	Q(단위)	VC(만원)	FC(만원)	TC(만원)	MC(만원/단위)	AC(만원/단위)	AFC	AVC
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Q(단위)	TC(만원)	TR(만원)	Profit(만원)
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19	600	380	-220
36	800	720	-80
51	1000	1020	20
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75	1400	1500	100
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91	1800	1820	20
96	2000	1920	-80

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51	1000	1020	20	15.4	20
64	1200	1280	80	18.2	20
75	1400	1500	100	22.2	20
84	1600	1680	80	28.6	20
91	1800	1820	20	40.0	20
96	2000	1920	-80	-	-

# MR vs. MC

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19	600	380	-220
36	800	720	-80
51	1000	1020	20
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84	1600	1680	80
91	1800	1820	20
96	2000	1920	-80

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0	400	0	-400	10.5	20
19	600	380	-220	11.8	20
36	800	720	-80	13.3	20
51	1000	1020	20	15.4	20
64	1200	1280	80	18.2	20
75	1400	1500	100	22.2	20
84	1600	1680	80	28.6	20
91	1800	1820	20	40.0	20
96	2000	1920	-80	-	-

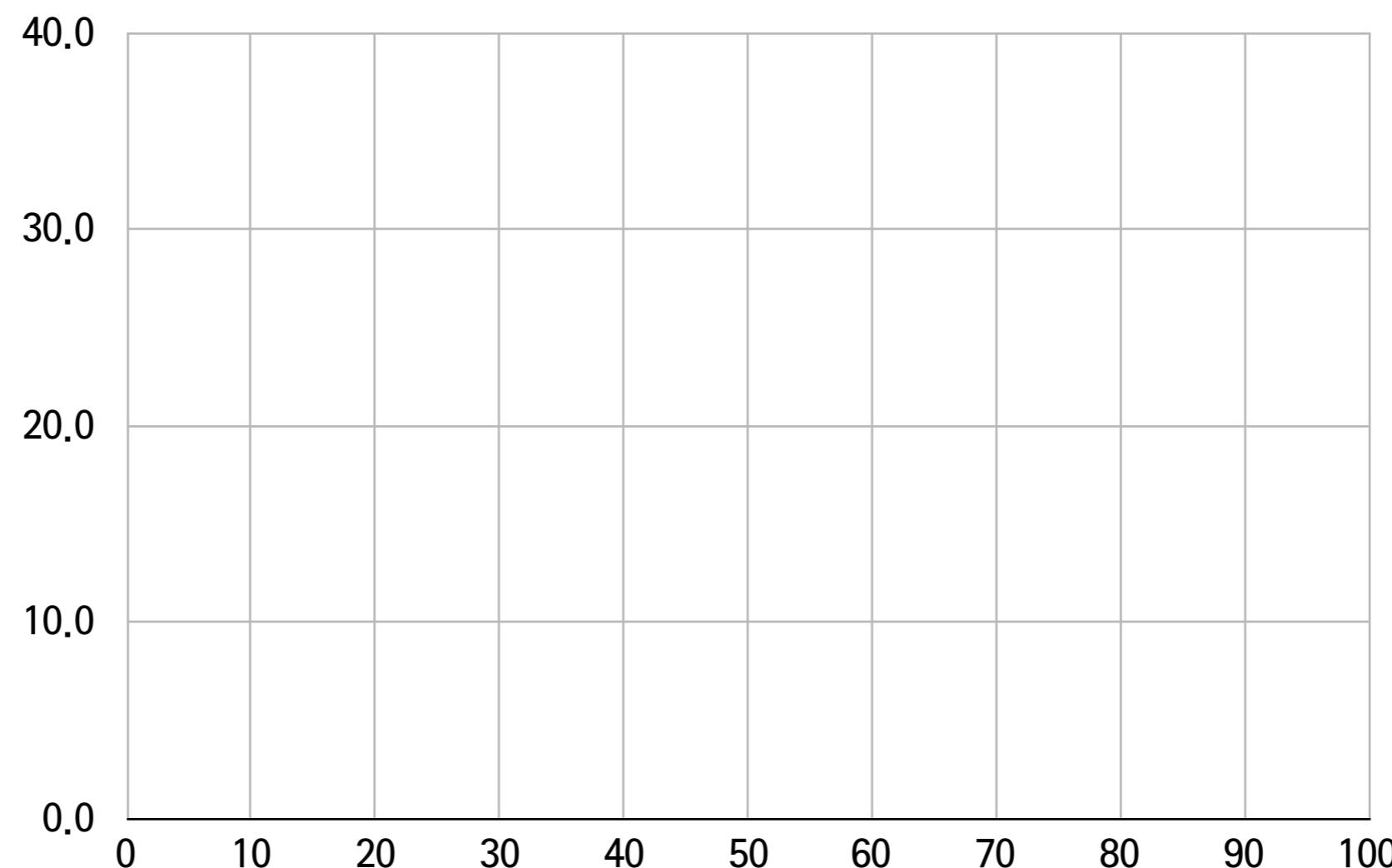
# MR cv. and MC cv.

Q(단위)	MC(만원/단위)	MR(만원/단위)
0	10.5	20
19	11.8	20
36	13.3	20
51	15.4	20
64	18.2	20
75	22.2	20
84	28.6	20
91	40.0	20
96		

# MR cv. and MC cv.

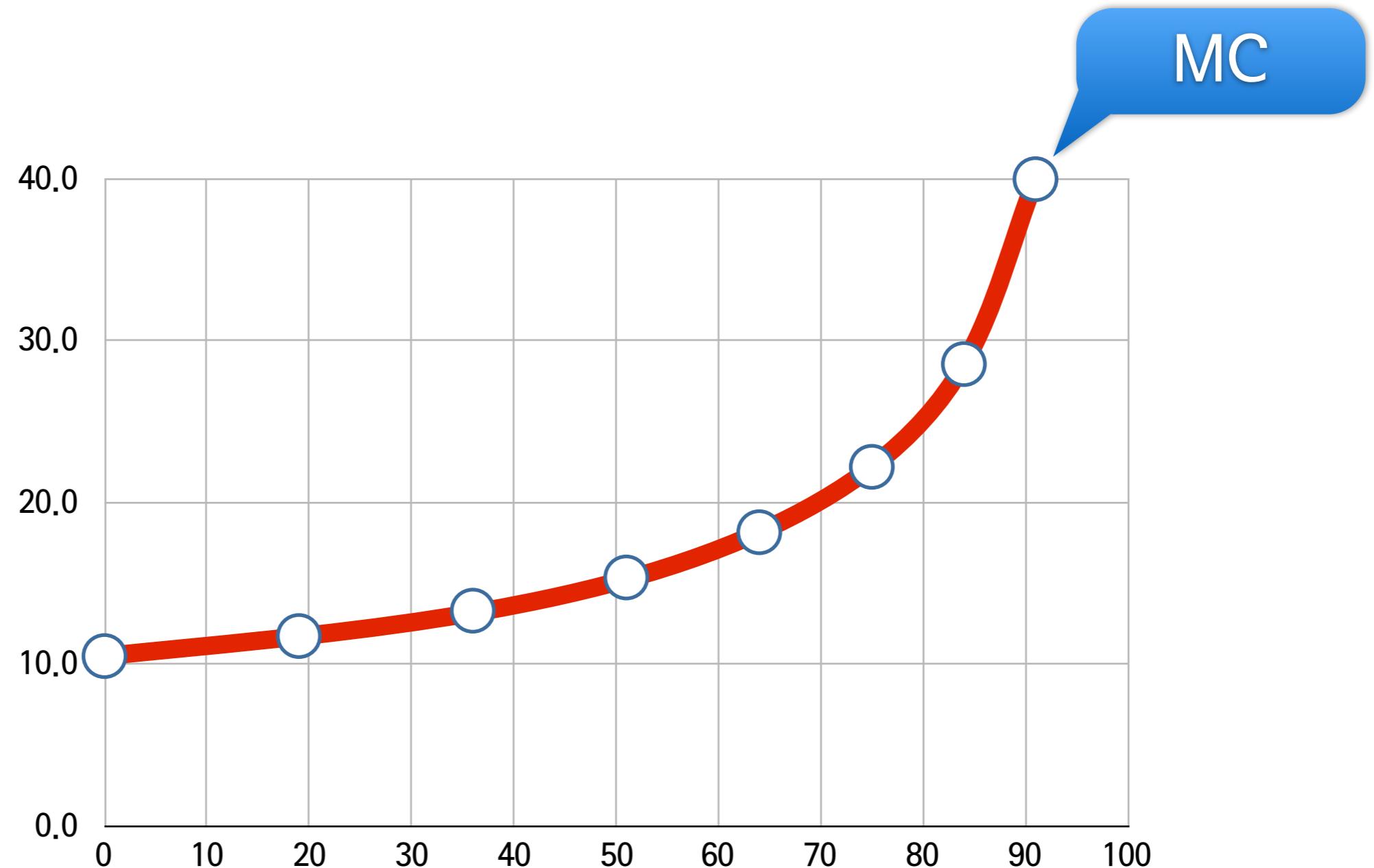
Q(단위)	MC(만원/단위)	MR(만원/단위)
0	10.5	20
19	11.8	20
36	13.3	20
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64	18.2	20
75	22.2	20
84	28.6	20
91	40.0	20
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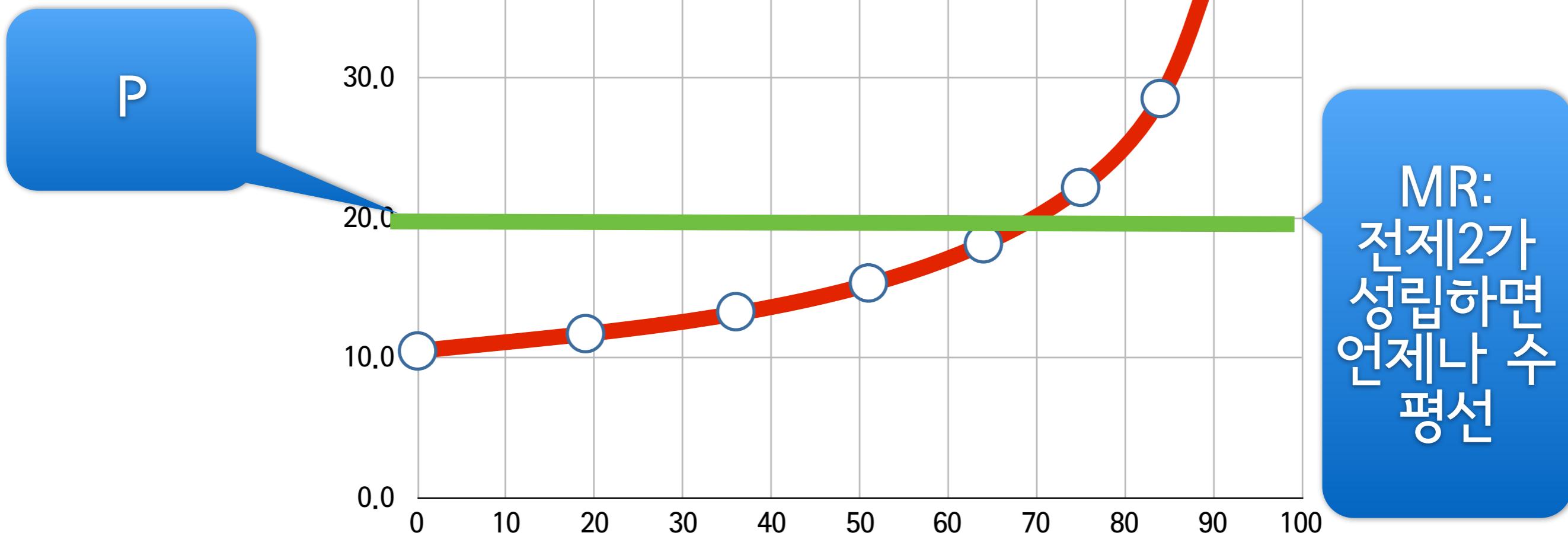
Q(단위)	MC(만원/단위)	MR(만원/단위)
0	10.5	20
19	11.8	20
36	13.3	20
51	15.4	20
64	18.2	20
75	22.2	20
84	28.6	20
91	40.0	20
96		

# MR cv. and MC cv.



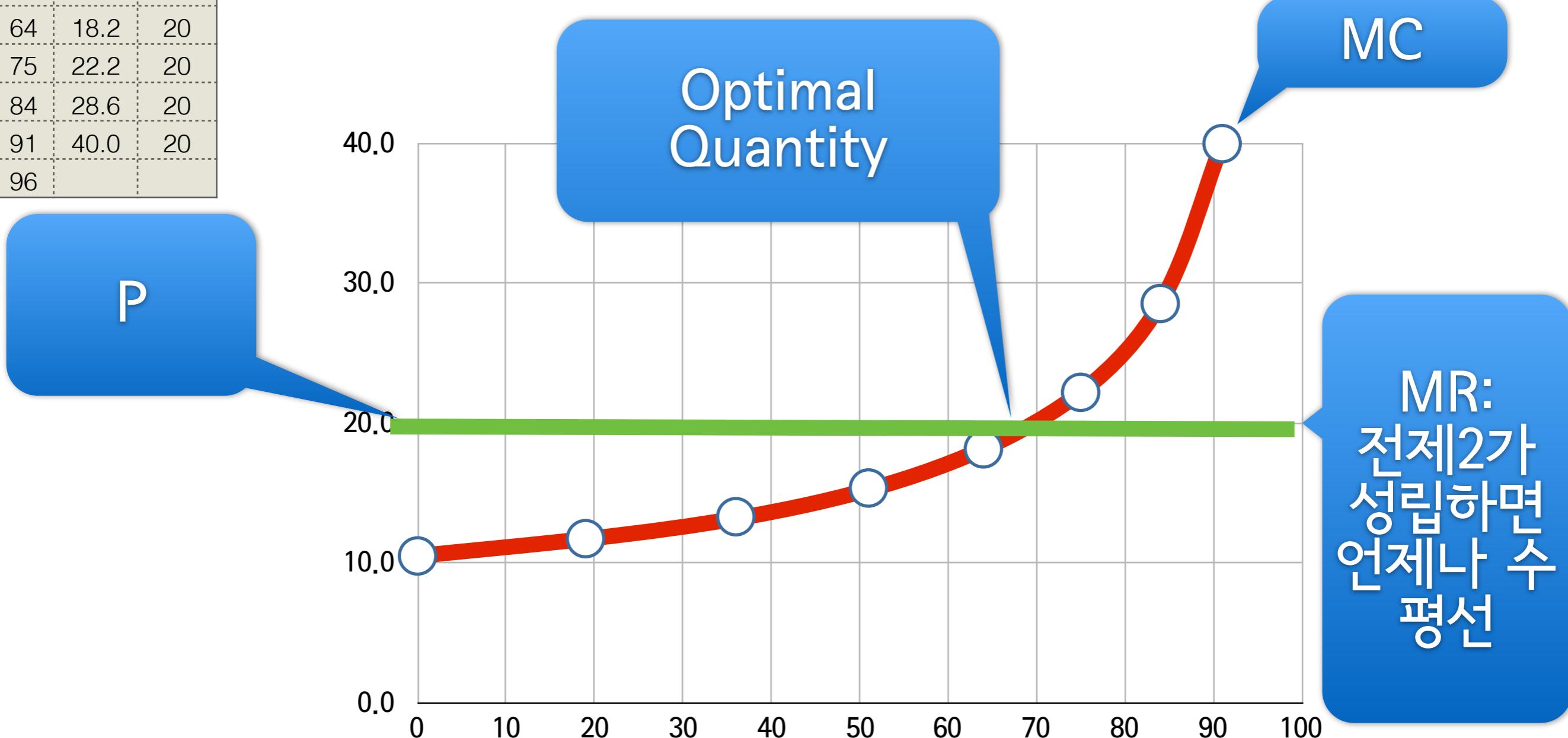
Q(단위)	MC(만원/단위)	MR(만원/단위)
0	10.5	20
19	11.8	20
36	13.3	20
51	15.4	20
64	18.2	20
75	22.2	20
84	28.6	20
91	40.0	20
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# MR cv. and MC cv.



Q(단위)	MC(만원/단위)	MR(만원/단위)
0	10.5	20
19	11.8	20
36	13.3	20
51	15.4	20
64	18.2	20
75	22.2	20
84	28.6	20
91	40.0	20
96		

# MR cv. and MC cv.



# 최적산출량 원칙

## Optimal Q makes $MR=MC$

- $MR = MC$
- $MR = P$  (오직 완전경쟁시장의 원칙2: 가격수용자  
하에서만 성립)
- $\therefore MC = P$
- 결론: 완전경쟁하에서 기업은  $MC=P$ 일 때 이윤을  
극대화할 수 있음

# 가격과 공급결정 Price & Supply Decision

# 공급결정의 문제

# Supply Decision

- 생산량 결정에 앞서, 공급자는 공급여부 그 자체를 먼저 결정해야 함
- 의사결정과정:

# 공급결정의 문제

# Supply Decision

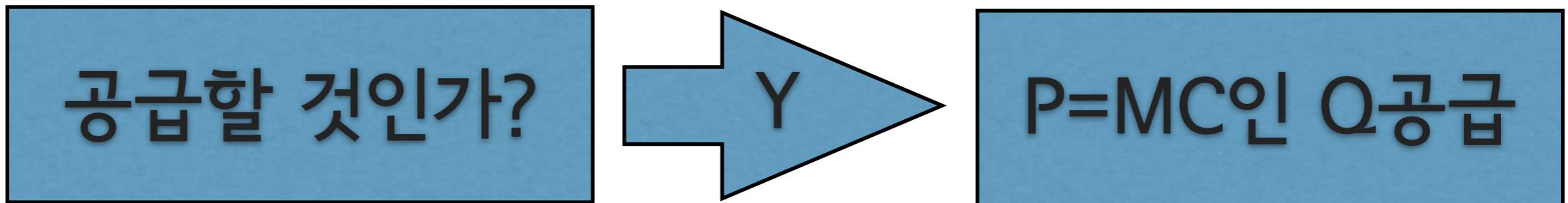
- 생산량 결정에 앞서, 공급자는 공급여부 그 자체를 먼저 결정해야 함
- 의사결정과정:

공급할 것인가?

# 공급결정의 문제

# Supply Decision

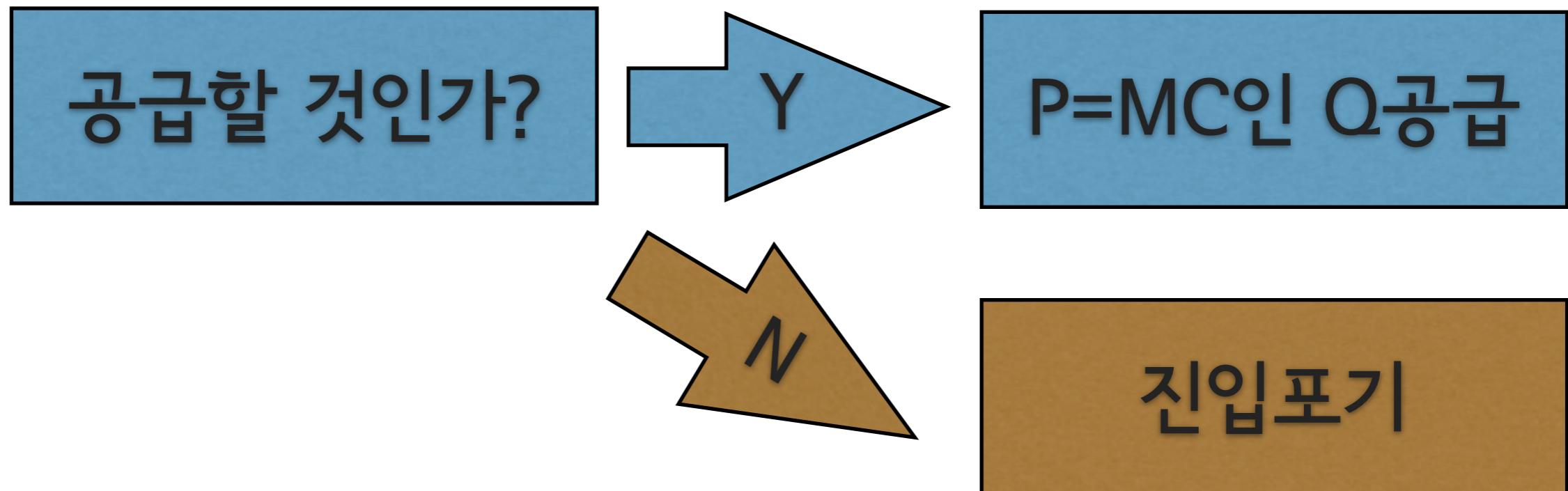
- 생산량 결정에 앞서, 공급자는 공급여부 그 자체를 먼저 결정해야 함
- 의사결정과정:



# 공급결정의 문제

## Supply Decision

- 생산량 결정에 앞서, 공급자는 공급여부 그 자체를 먼저 결정해야 함
- 의사결정과정:



# 공급여부결정요소

## Determinant of Supply Decision

- 가격이 충분히 높다면, 기업의 공급을 결정
- 가격이 너무 낮다면, 기업은 공급 포기
- 기준은??

# Determinant: Basic Principal

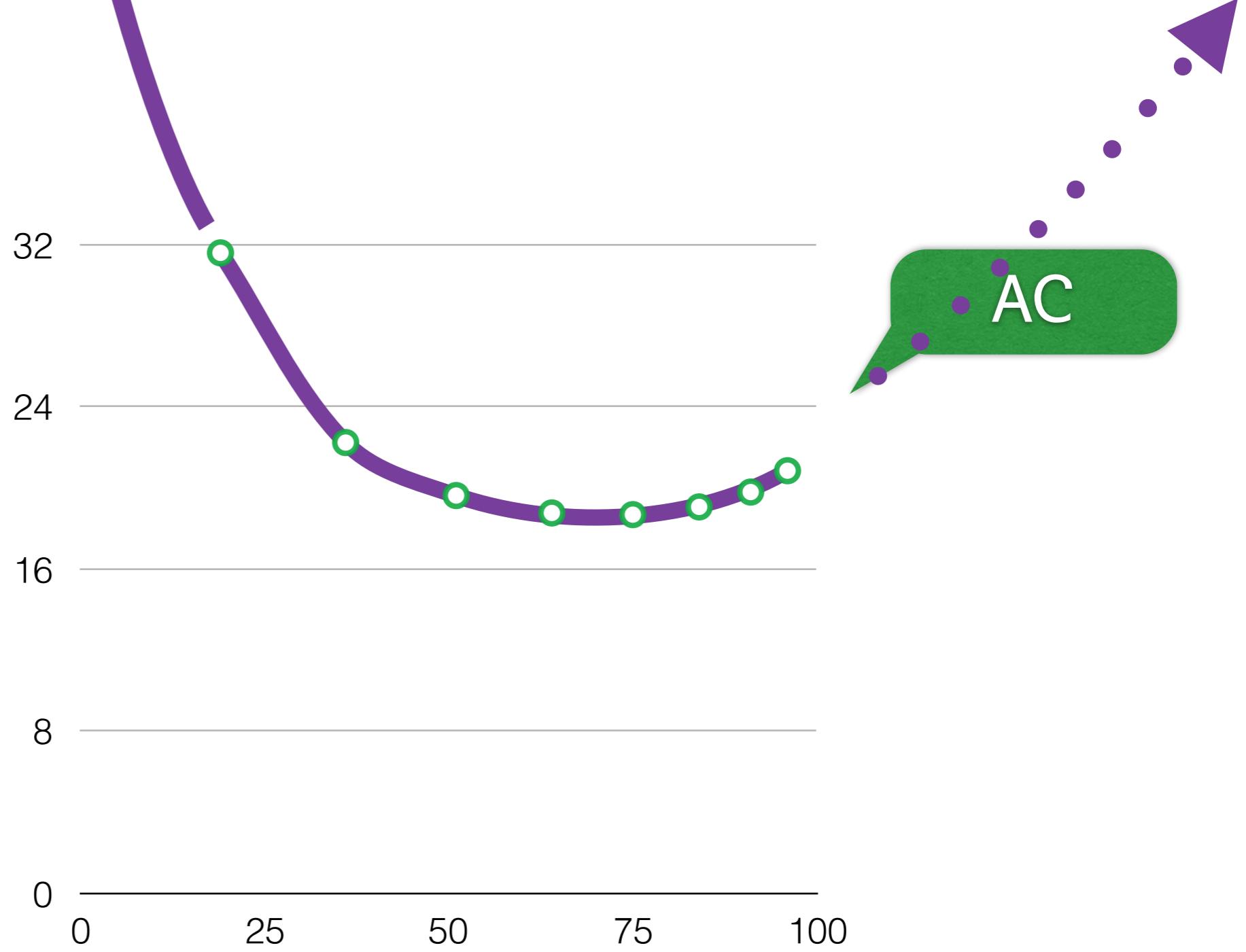
- $TR > TC$  : 이윤 $>0$ : 공급에 참여할 유인 있음
- $TR < TC$  : 이윤 $<0$ : 공급에 참여할 유인 없음
- $TR = TC$  : 이윤 $=0$ : 공급여부에 무차별
- 하지만, TR, TC는 현실에서 측정하는 데에 난점이 있음
- 따라서 측정이 상대적으로 용이한 MR, MC를 사용

# AC & Price

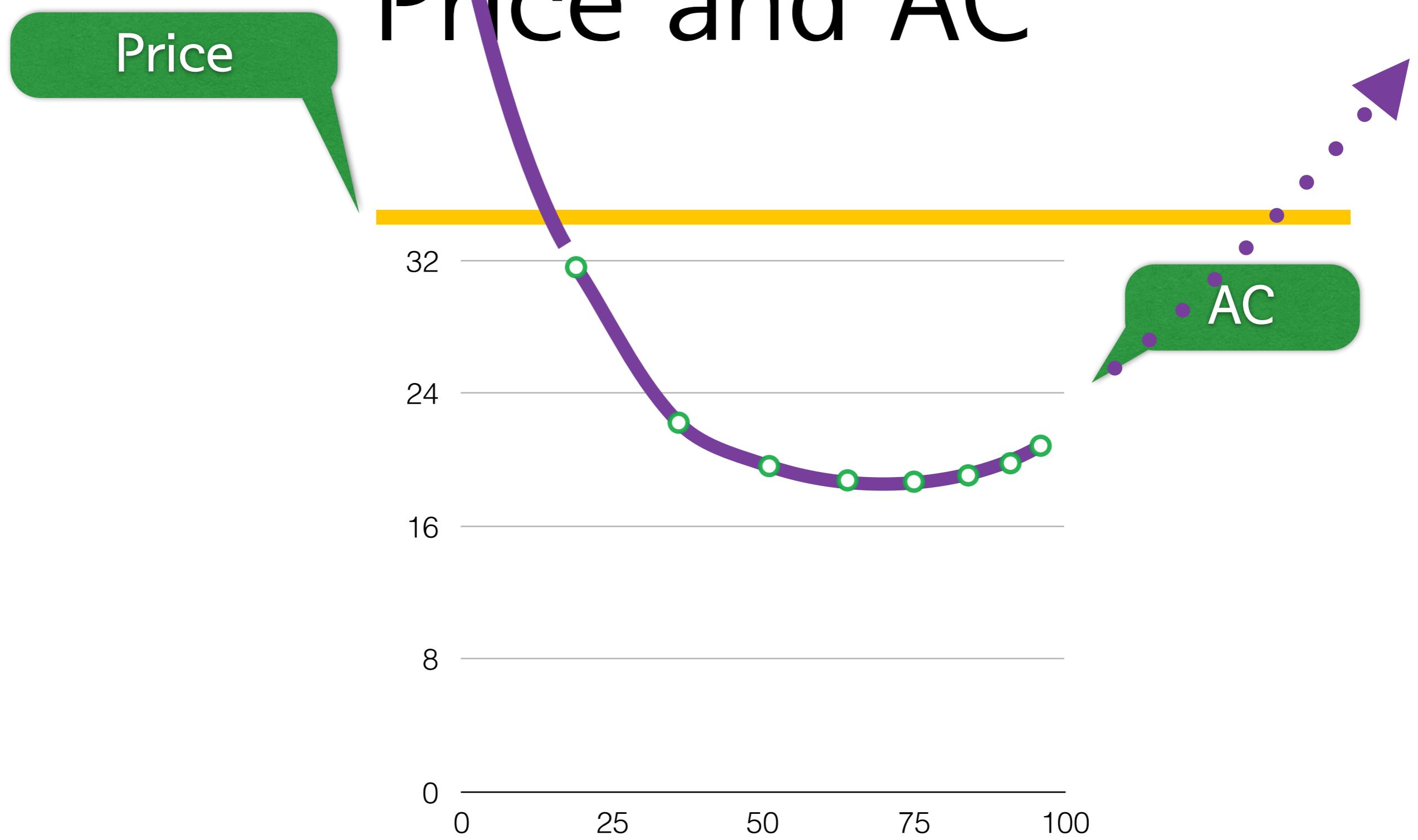
- AC(Average Cost): 개당 비용: 한 개 생산에 들어가는 상품의 비용:  $TC/Q$
- Price: 개당 가격: 한 개 공급을 통해 공급자가 얻는 수입:  $TR/Q = P \cdot Q/Q = P$
- 문제는 AC가 생산량에 따라 변동한다는 것: 최소한 AC의 최저점 이상에서 P가 형성된다면 공급자는 공급할 유인이 생김

# Price and AC

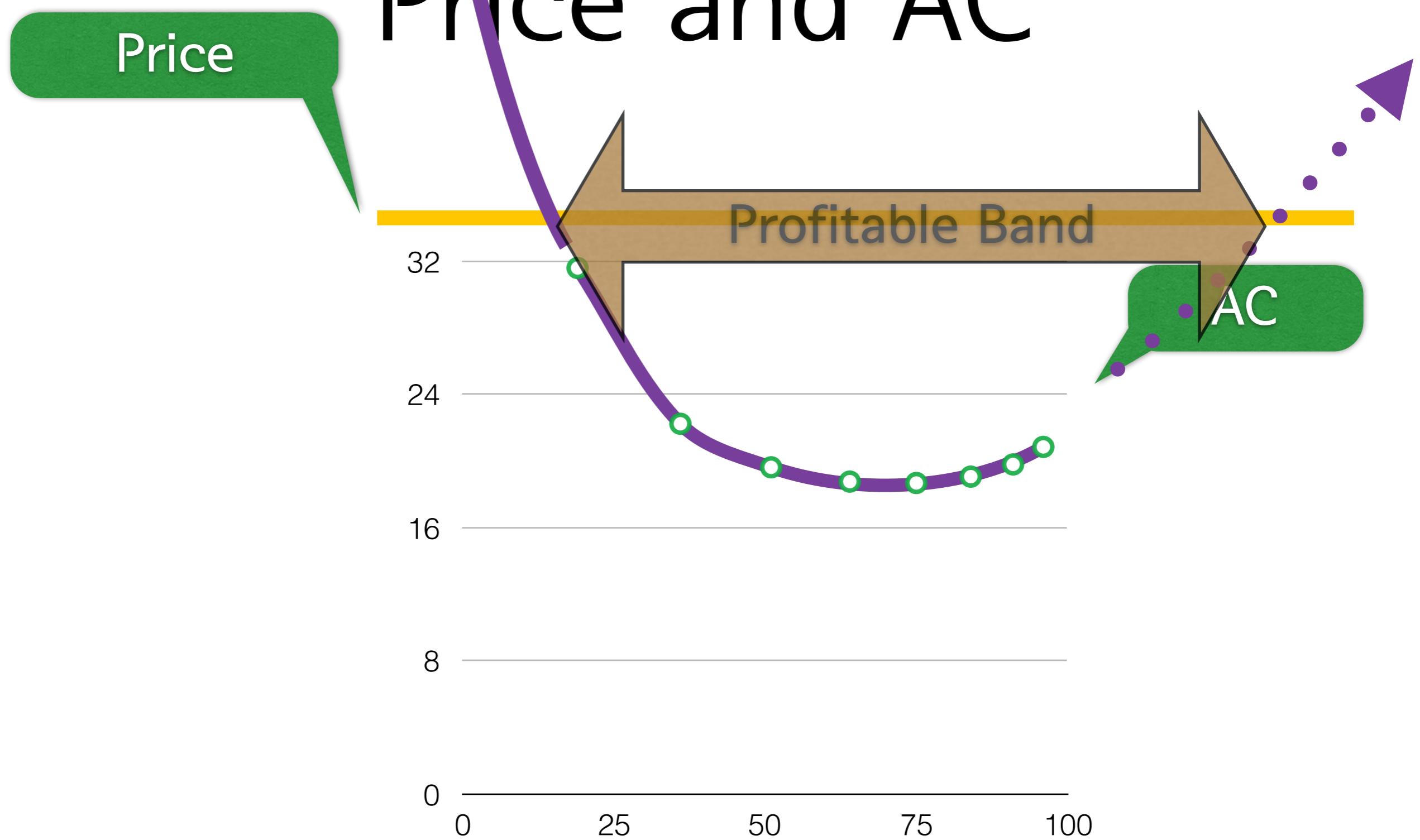
# Price and AC



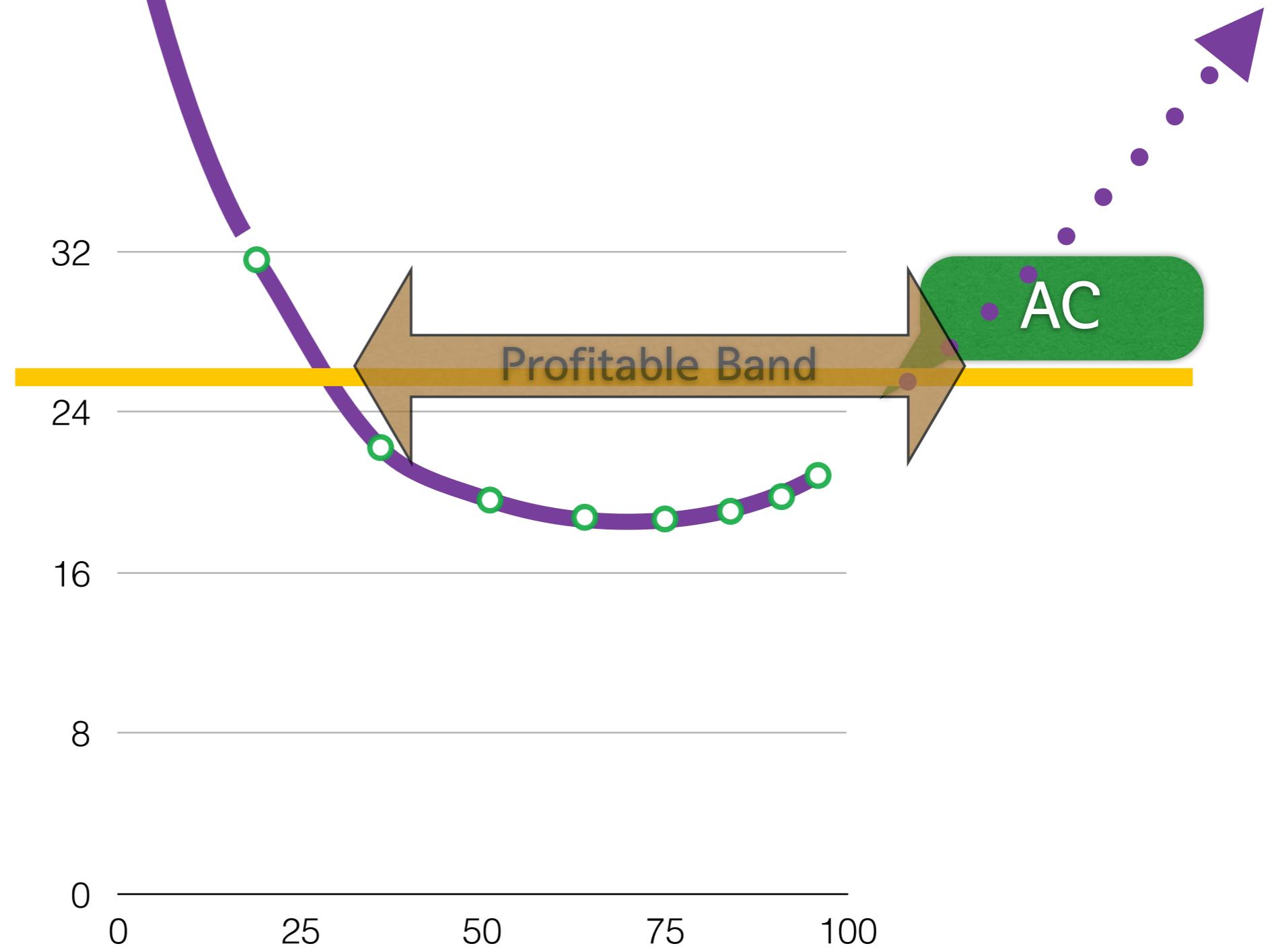
# Price and AC



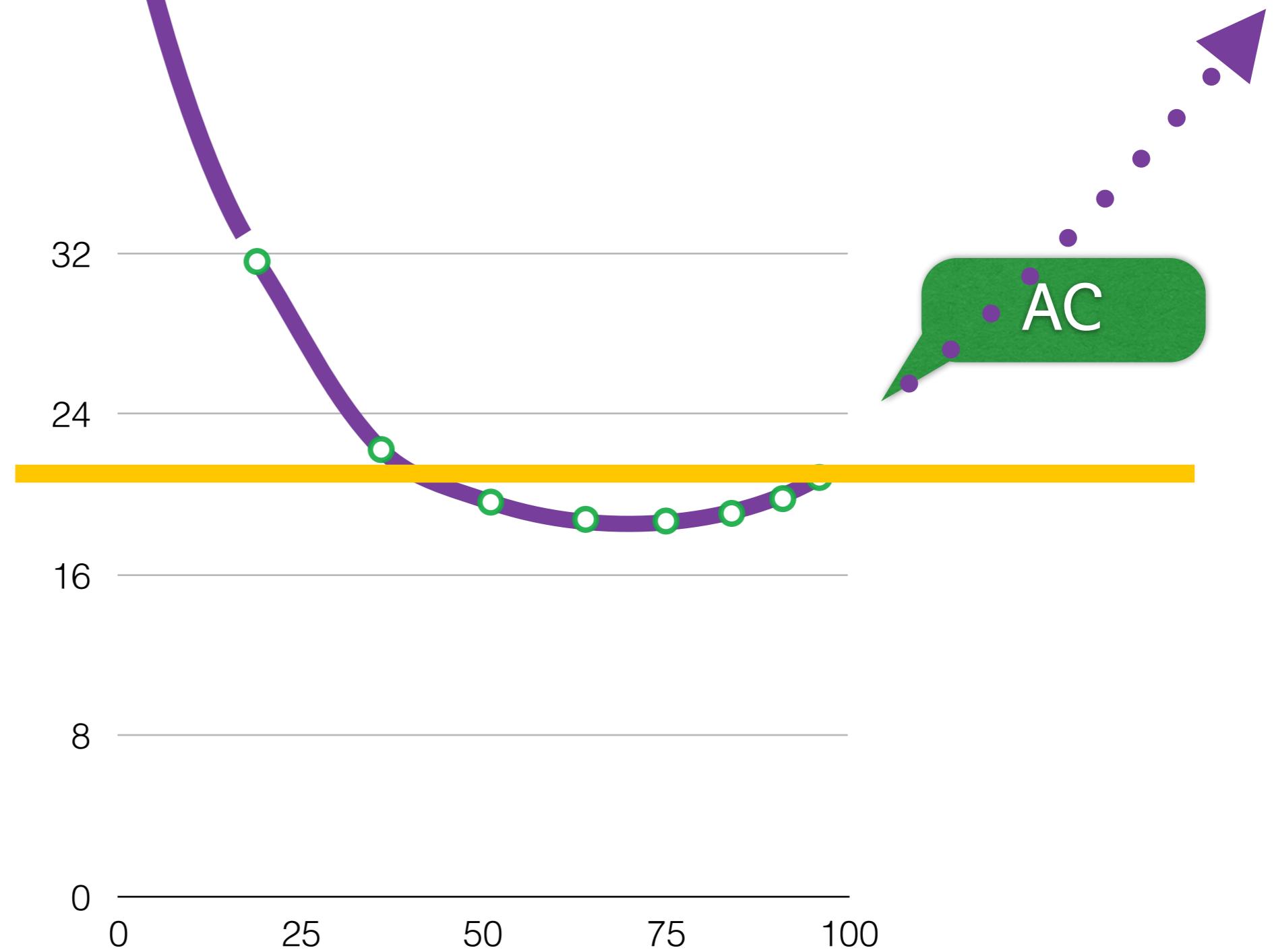
# Price and AC



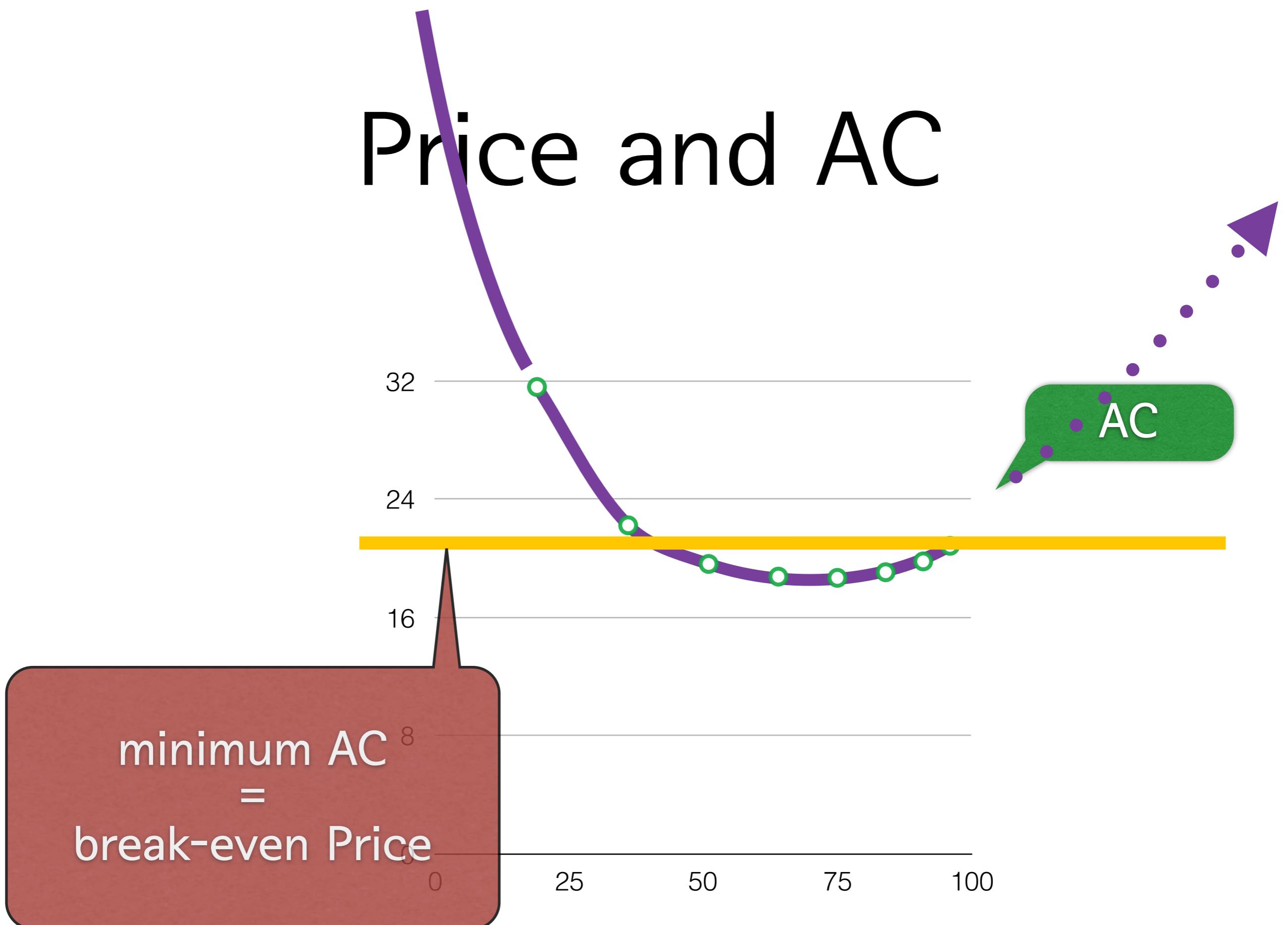
# Price and AC



# Price and AC

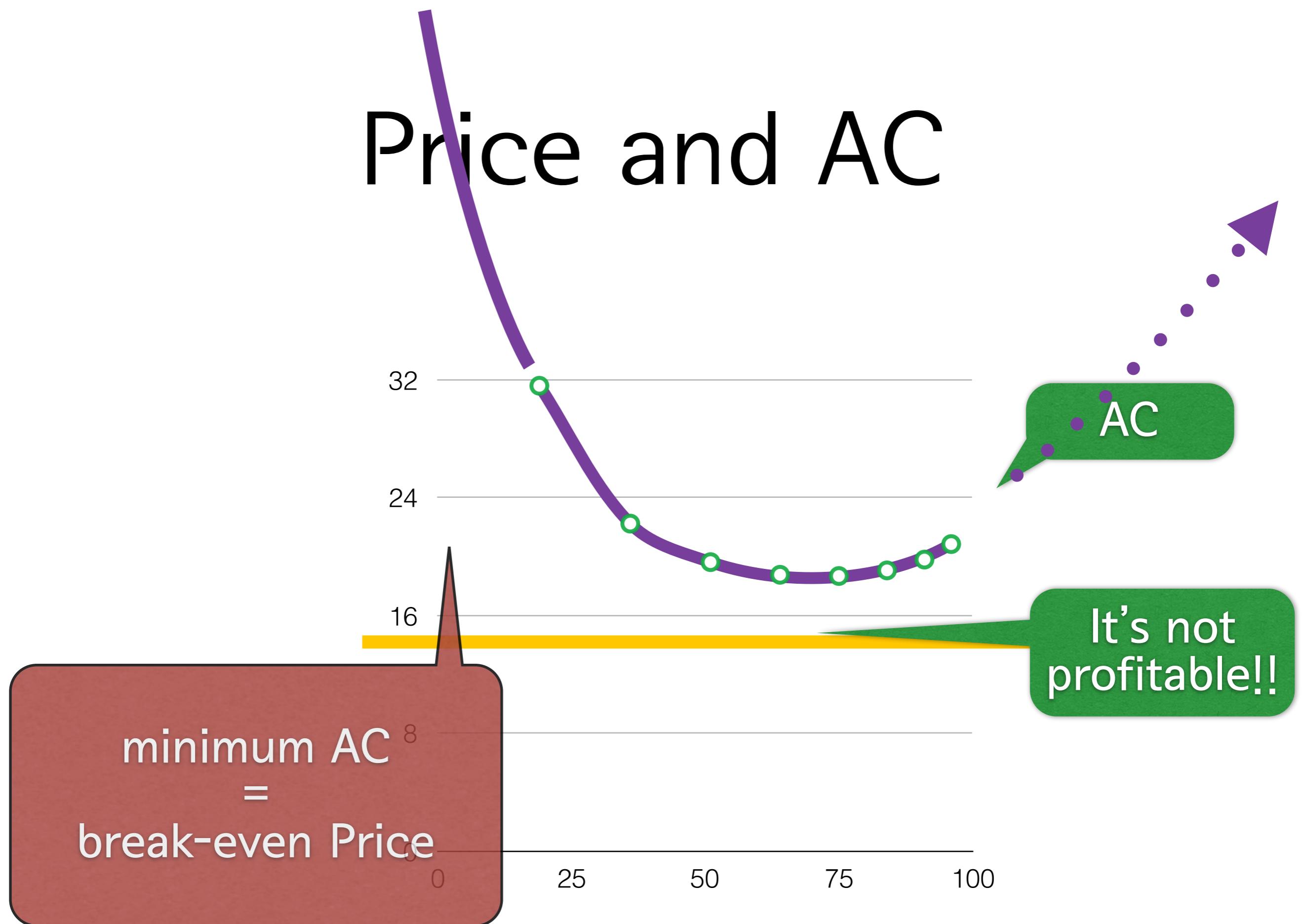


# Price and AC



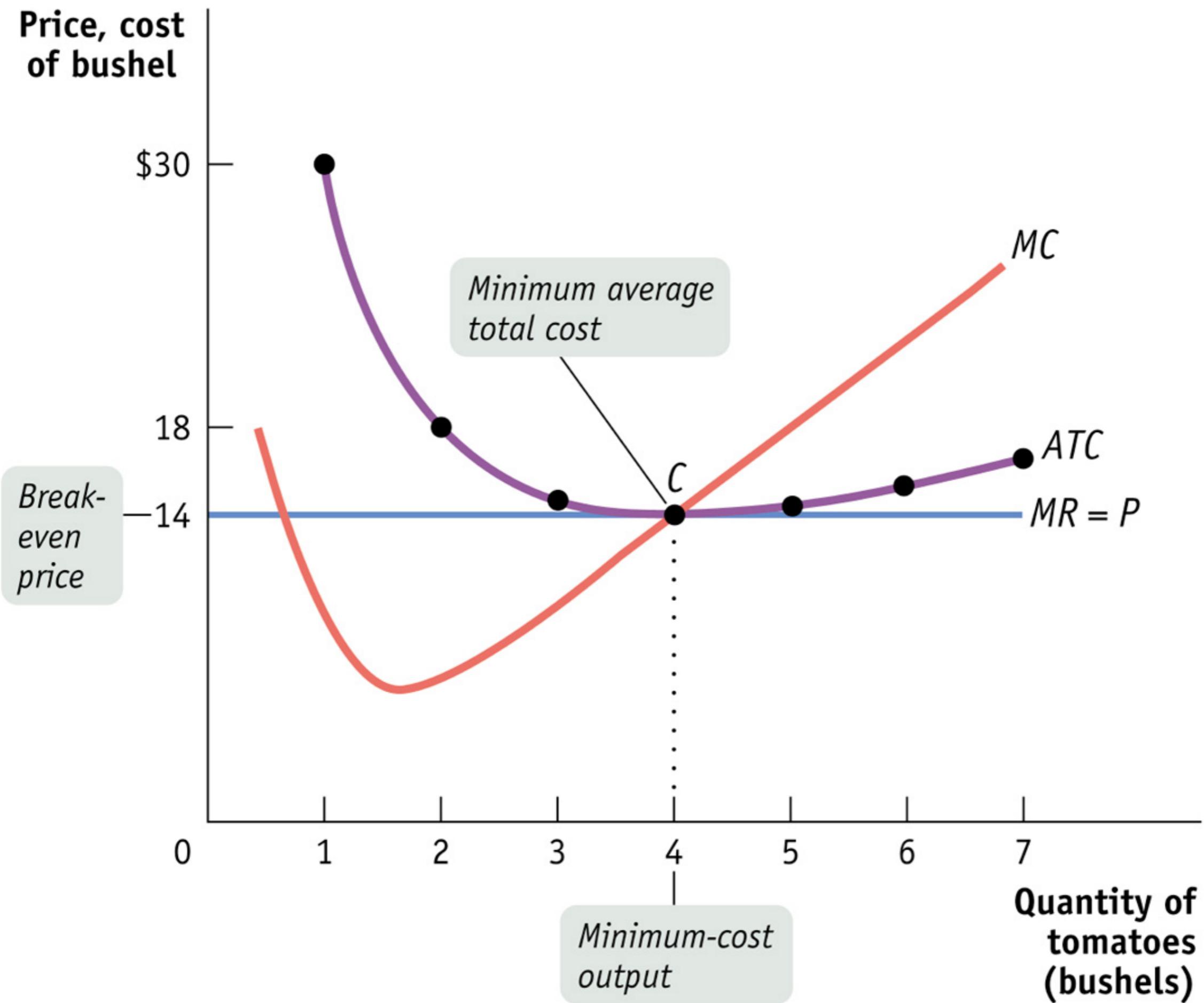
minimum AC  
=  
break-even Price

# Price and AC

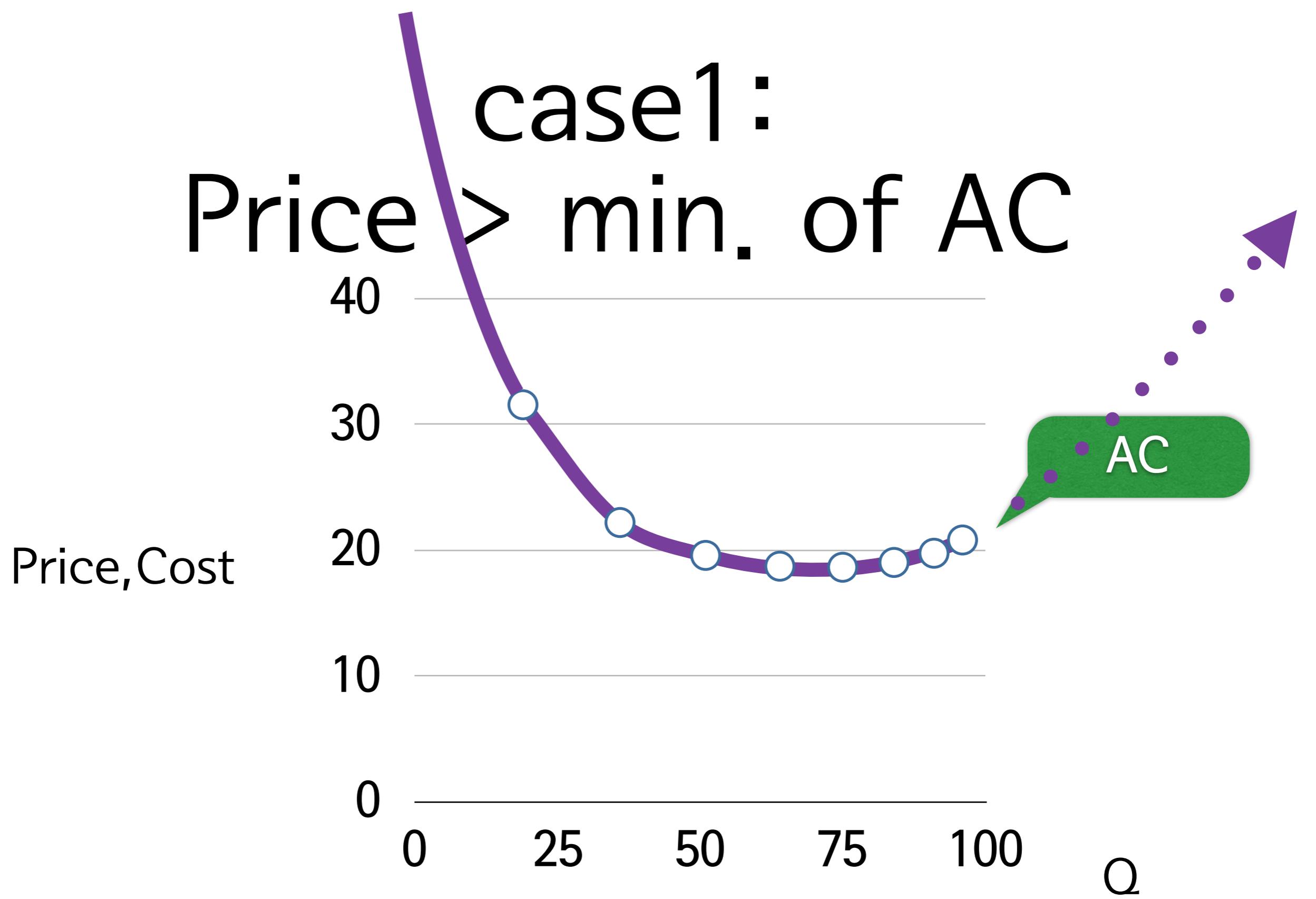


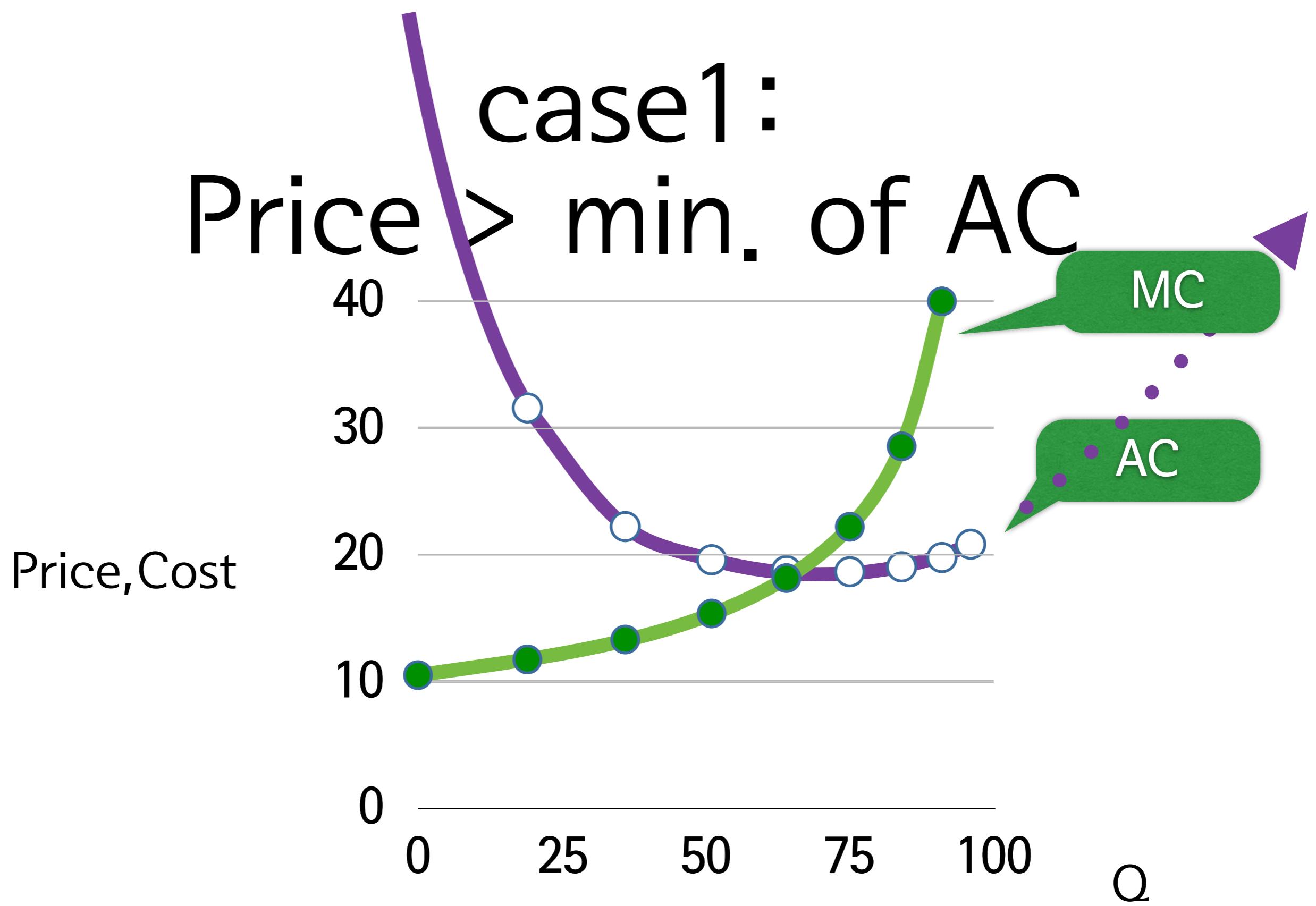
# P and $\min(AC)$

- $P > \min(AC)$  : 이윤발생 생산량이 반드시 존재: 진입함
- $P = \min(AC)$  : 수지 균형인(이윤 = 0: 평균적인 회계적 이윤 획득) 생산량이 반드시 존재: 진입할 수도, 안할 수도 있음(무차별)
- $P < \min(AC)$  : 이윤발생 생산량이 존재하지 않음: 진입하지 않음
- 주의: 오직 완전경쟁시장 (수평 MR)에서만  $\min(AC)$ 가 유의미

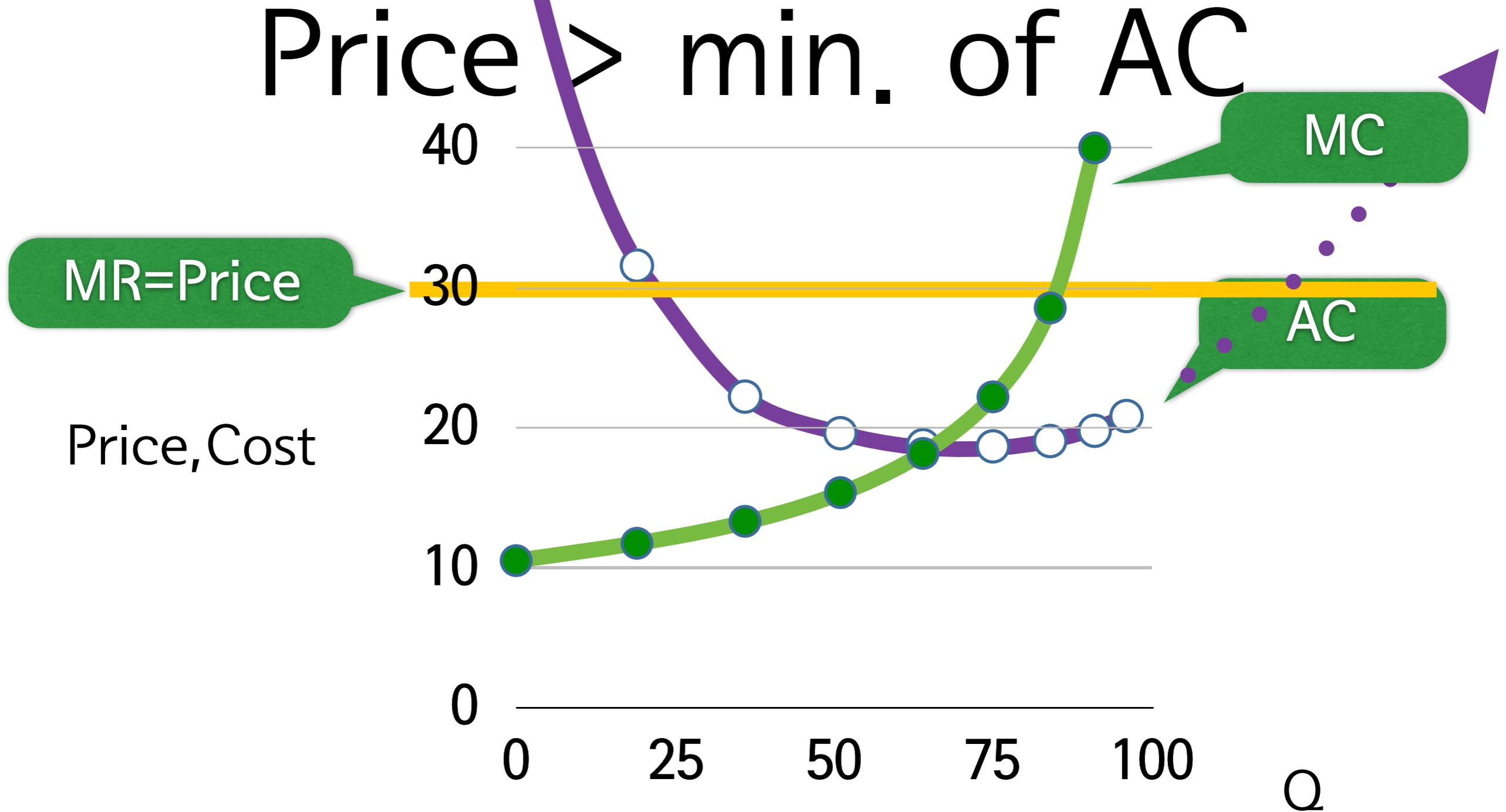


case1:  
Price > min. of AC

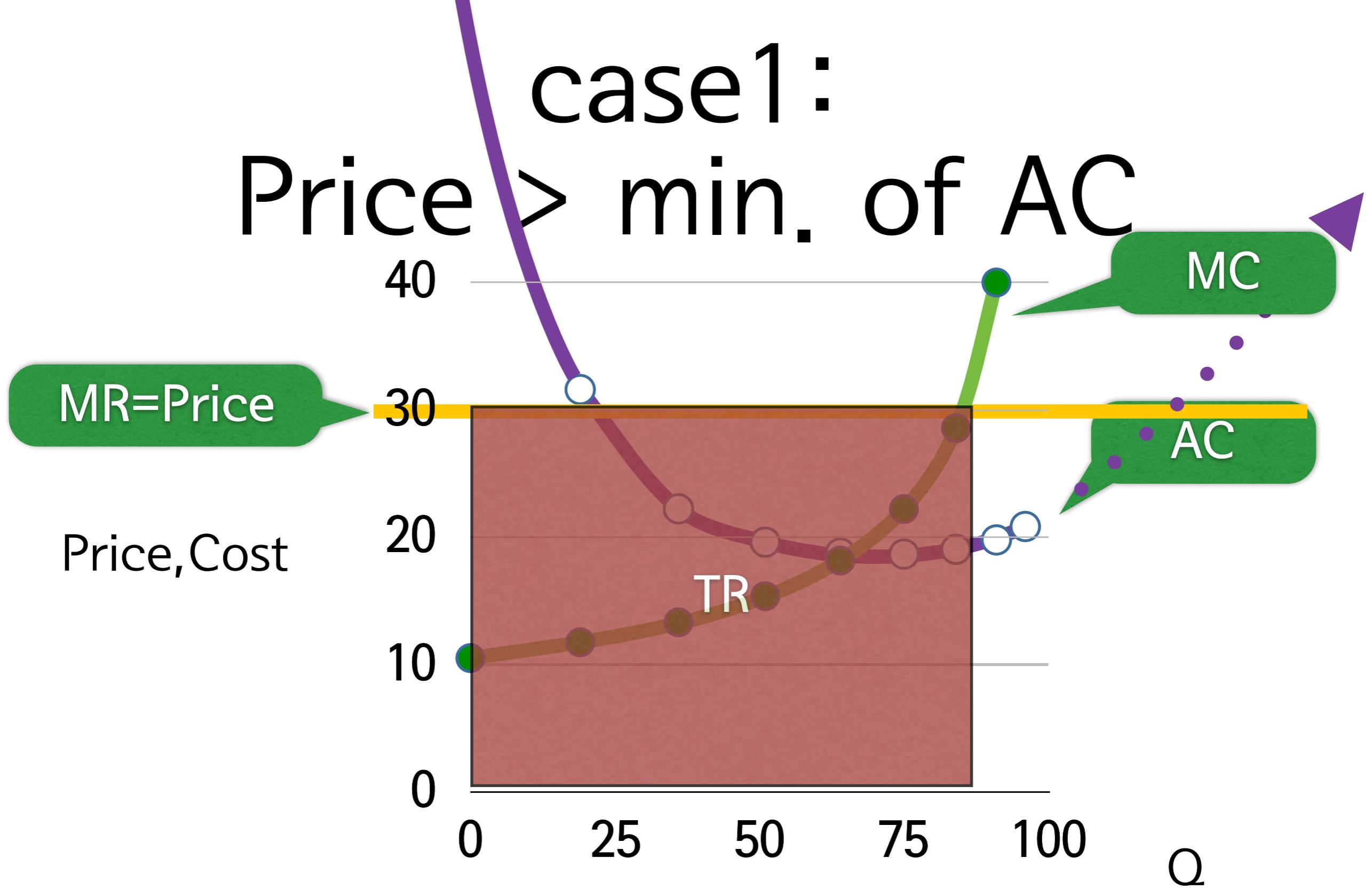


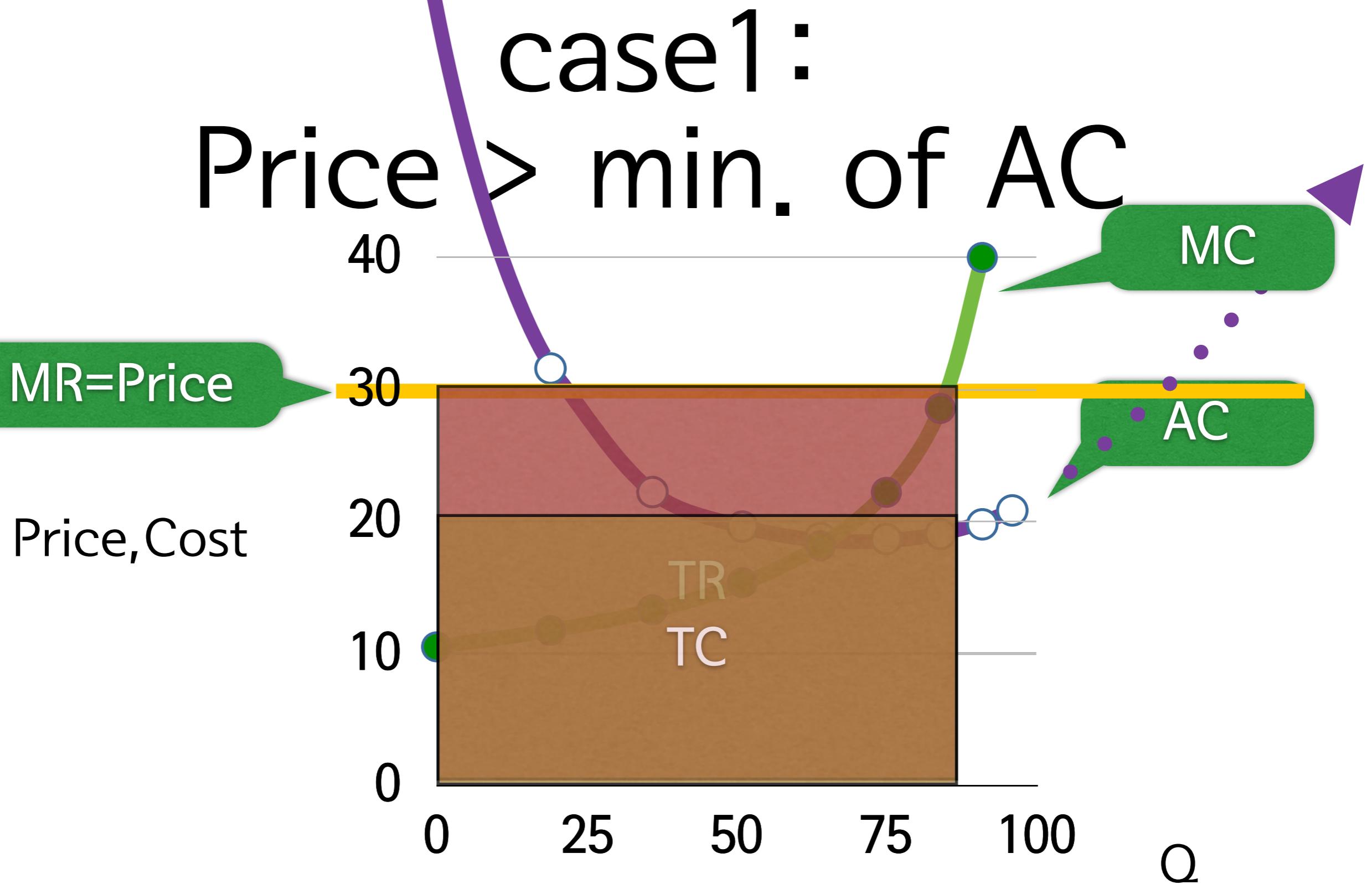


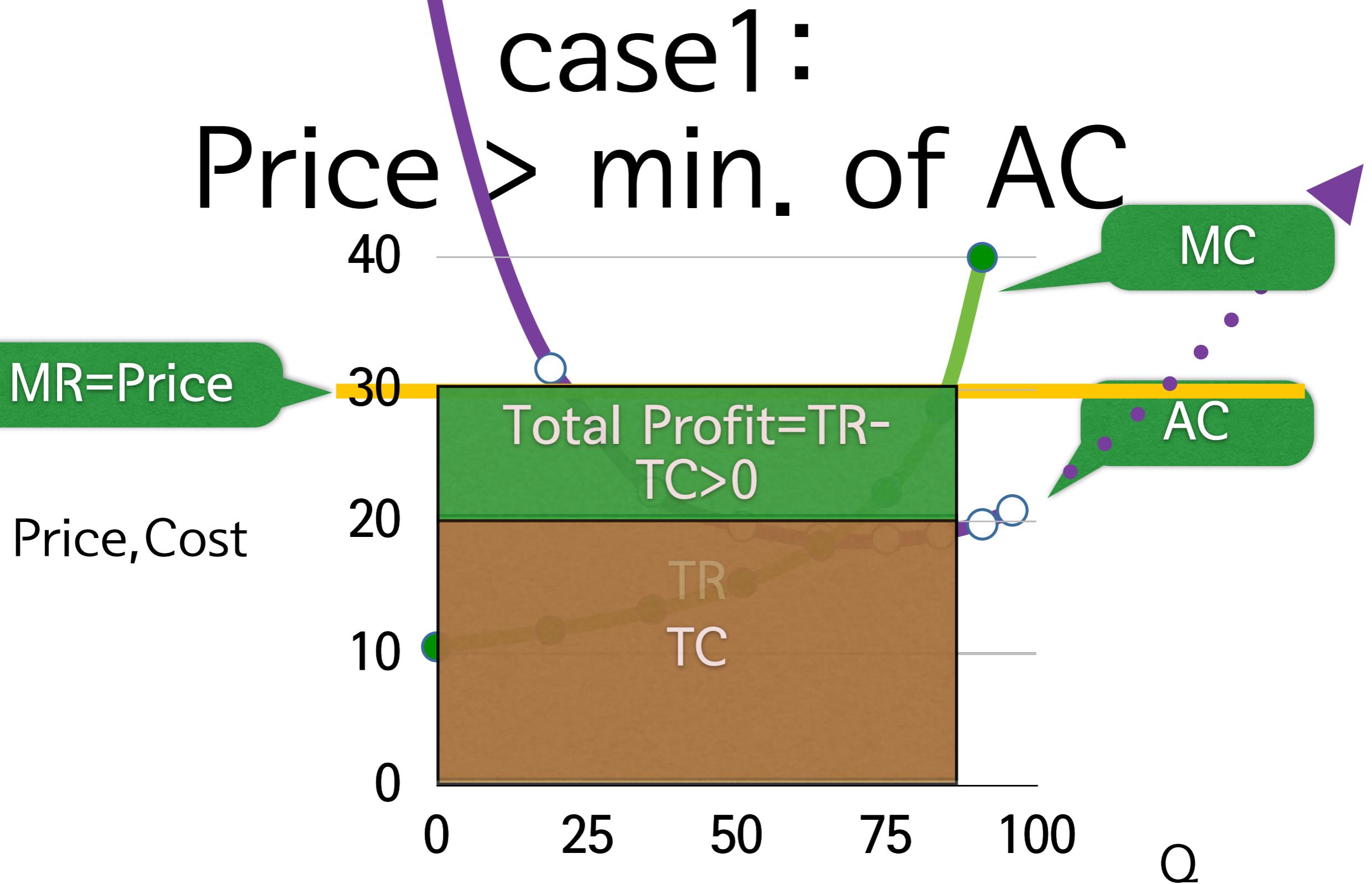
case1:  
Price > min. of AC



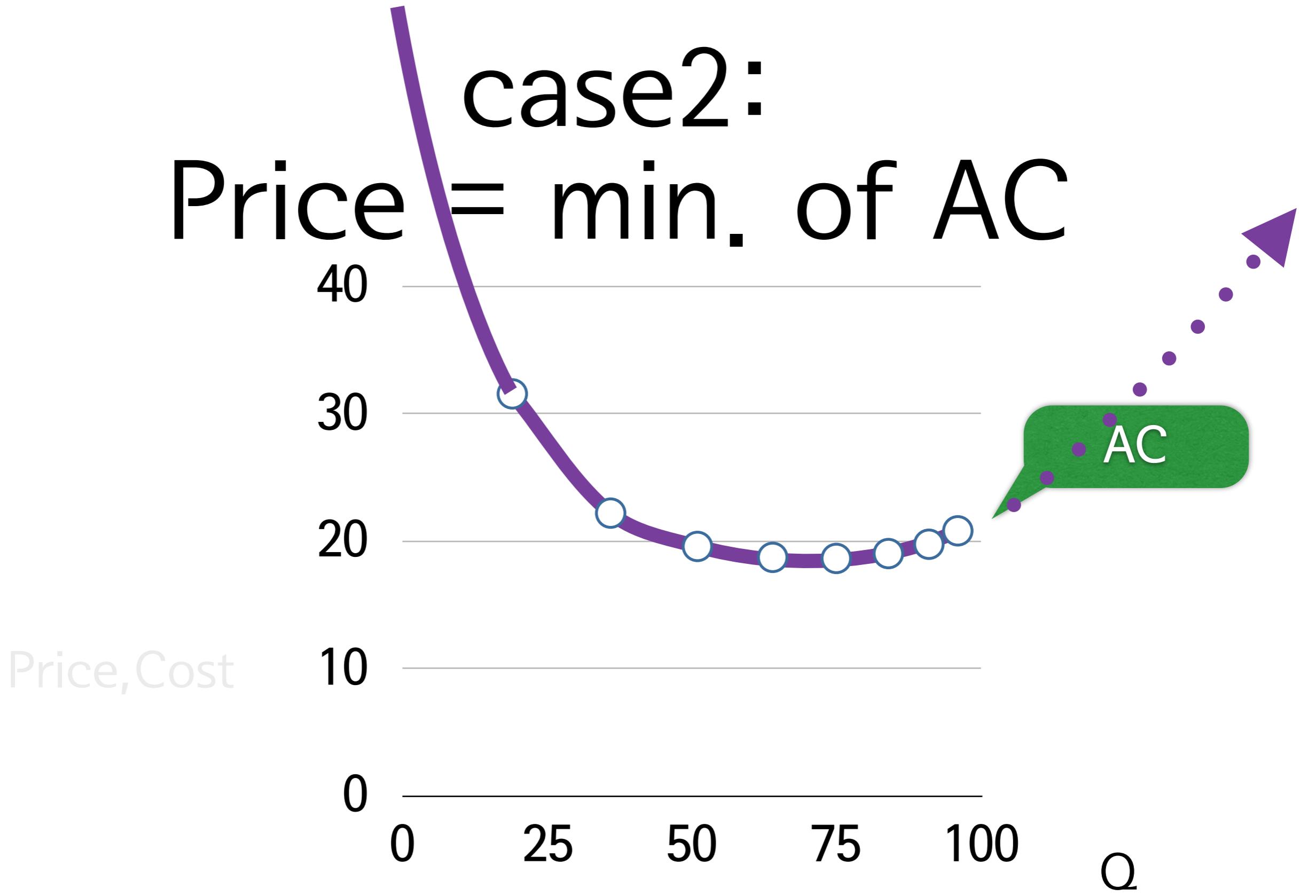
case1:  
Price > min. of AC

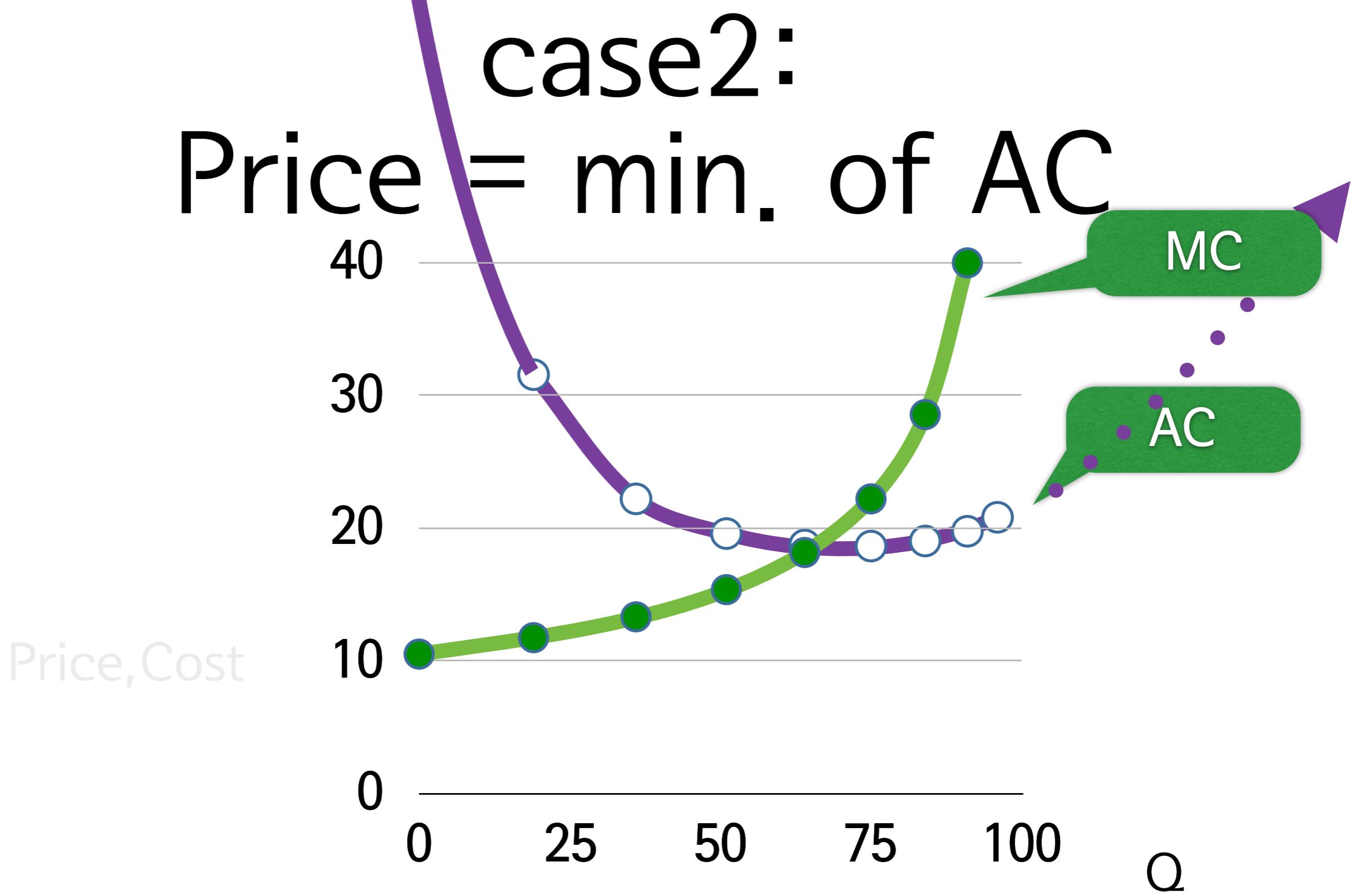




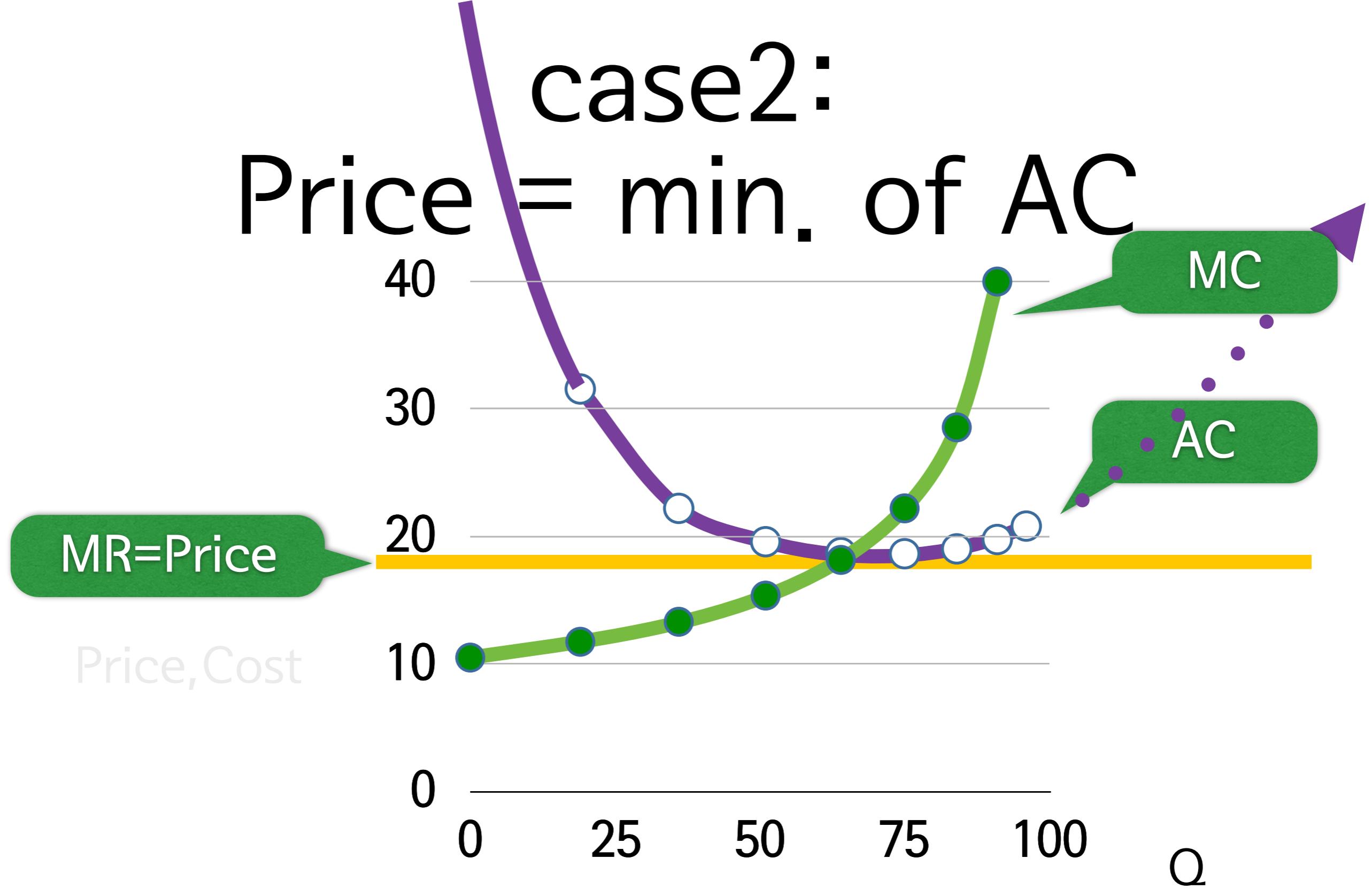


case2:  
Price = min. of AC

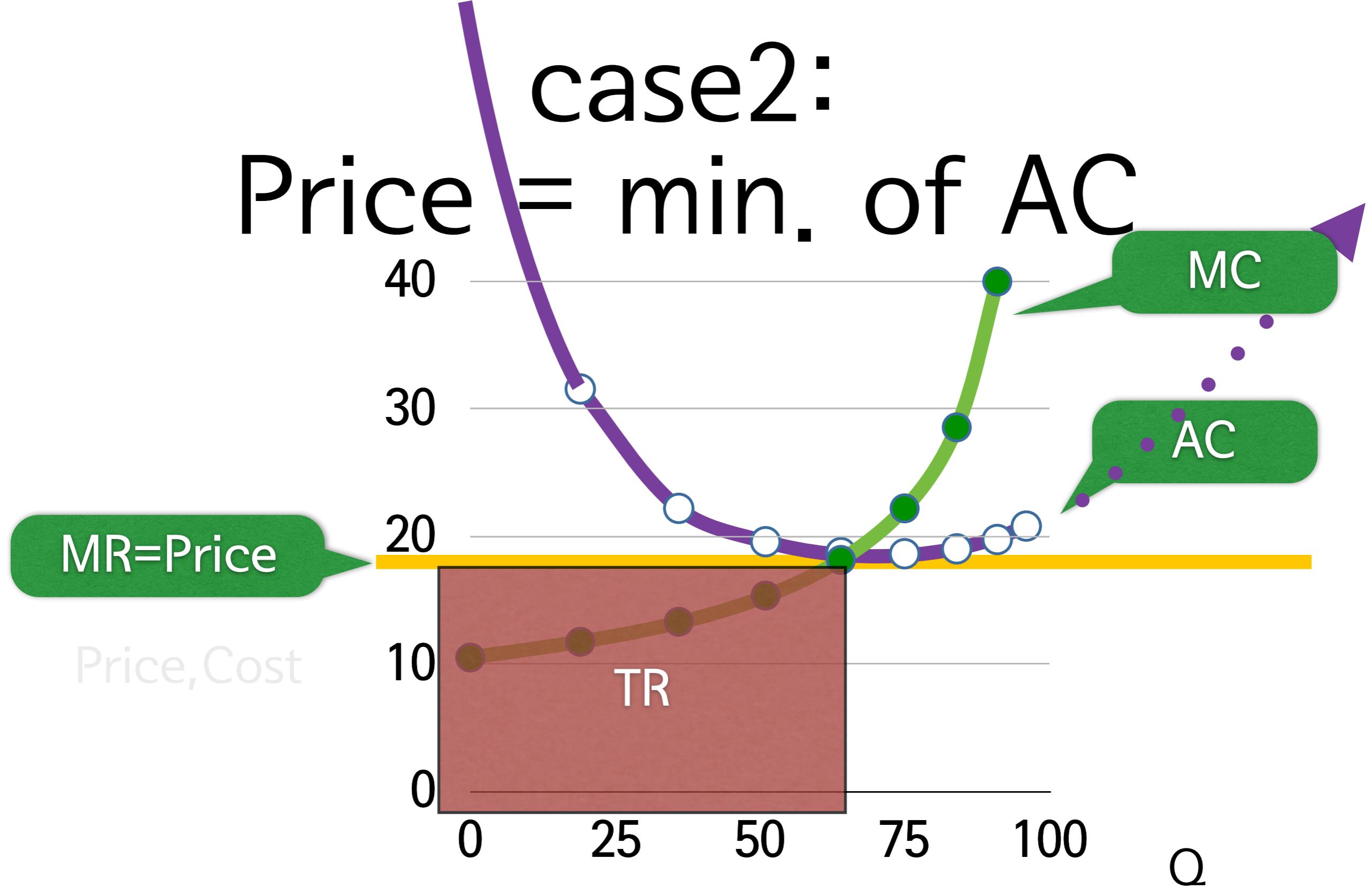




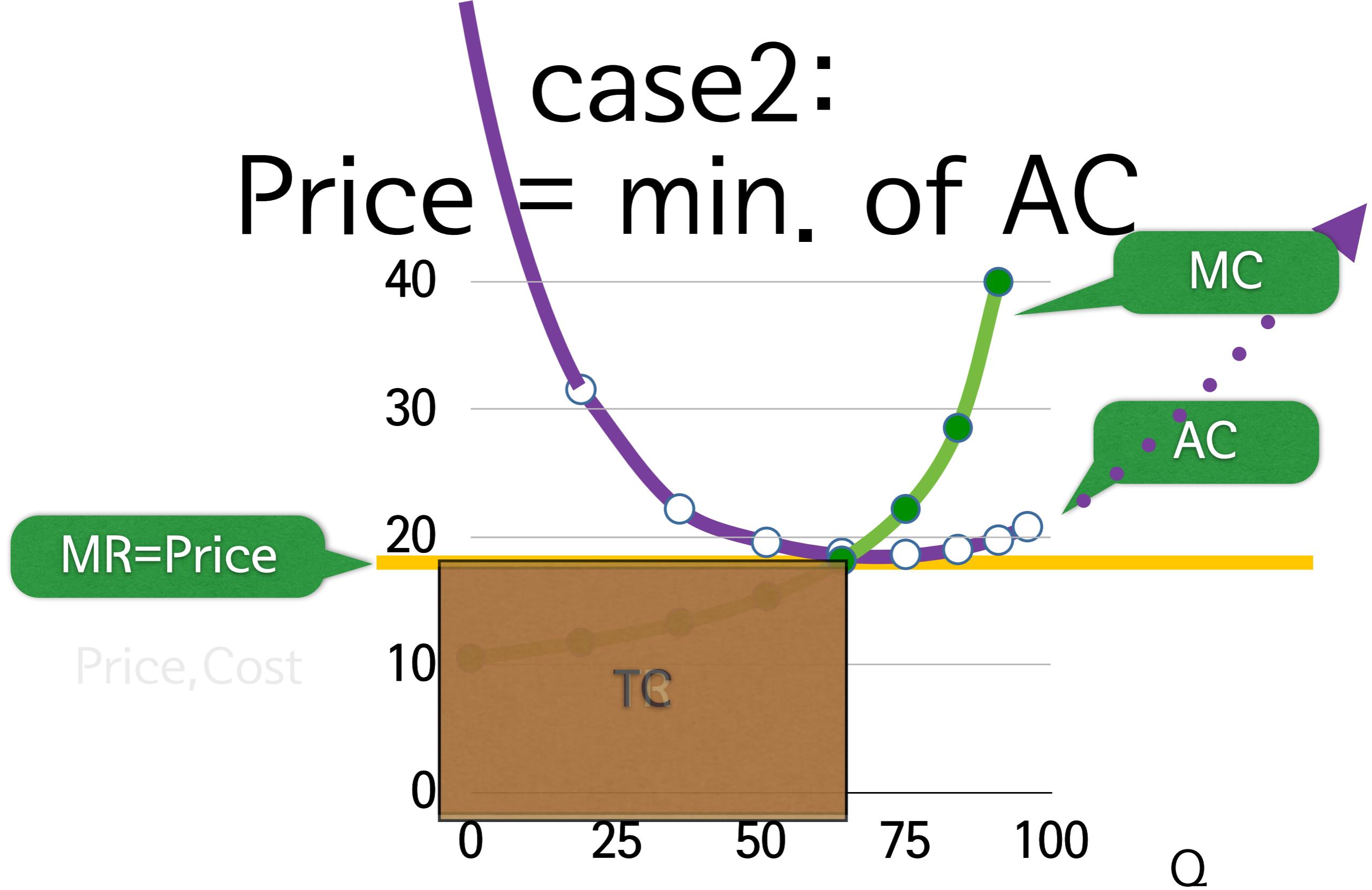
case2:  
Price = min. of AC



case2:  
Price = min. of AC



case2:  
Price = min. of AC



case2:

Price = min. of AC

Total  
Profit=TR-  
TC=0

MR=Price

Price, Cost

40

30

20

10

0

0

25

50

75

100

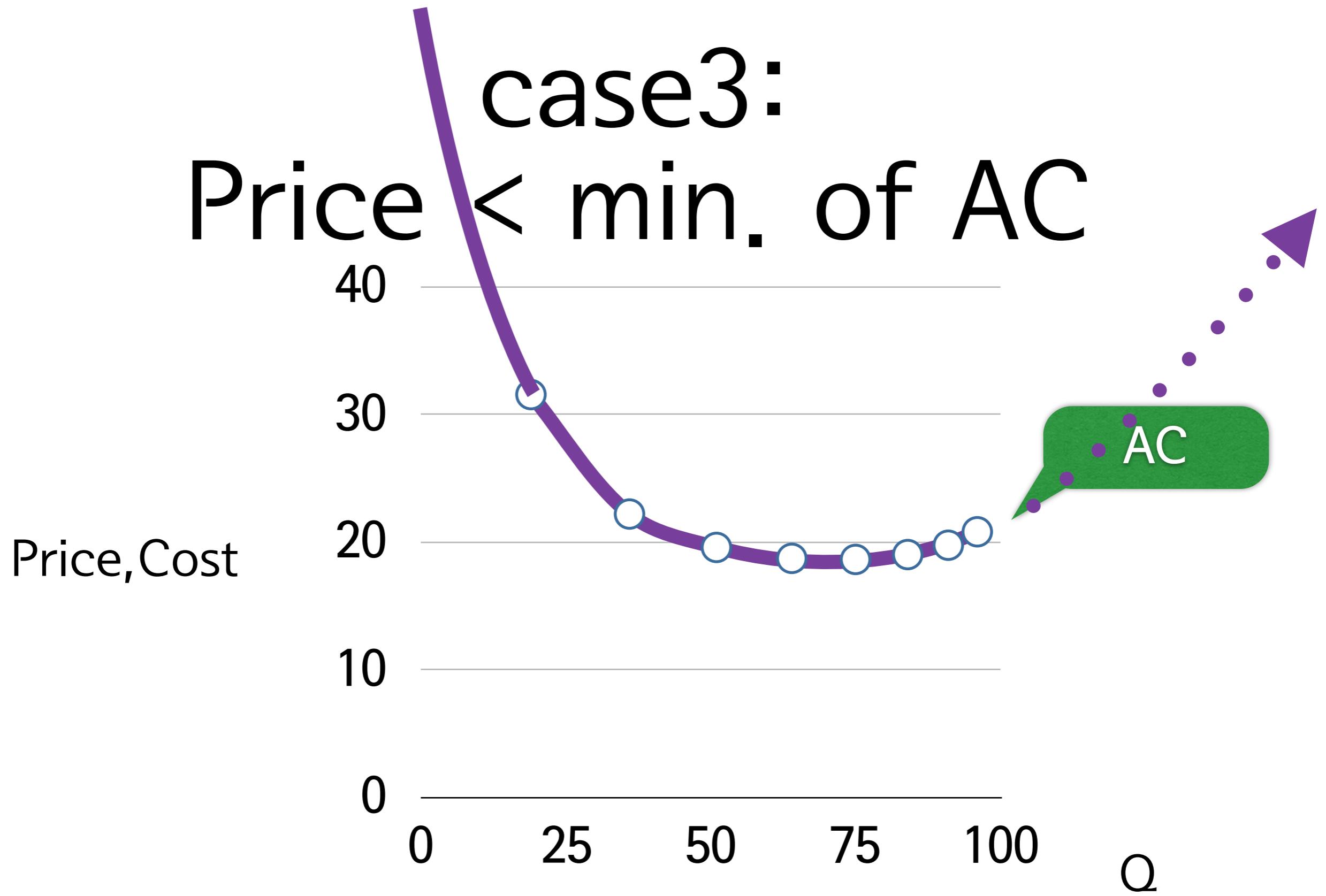
Q

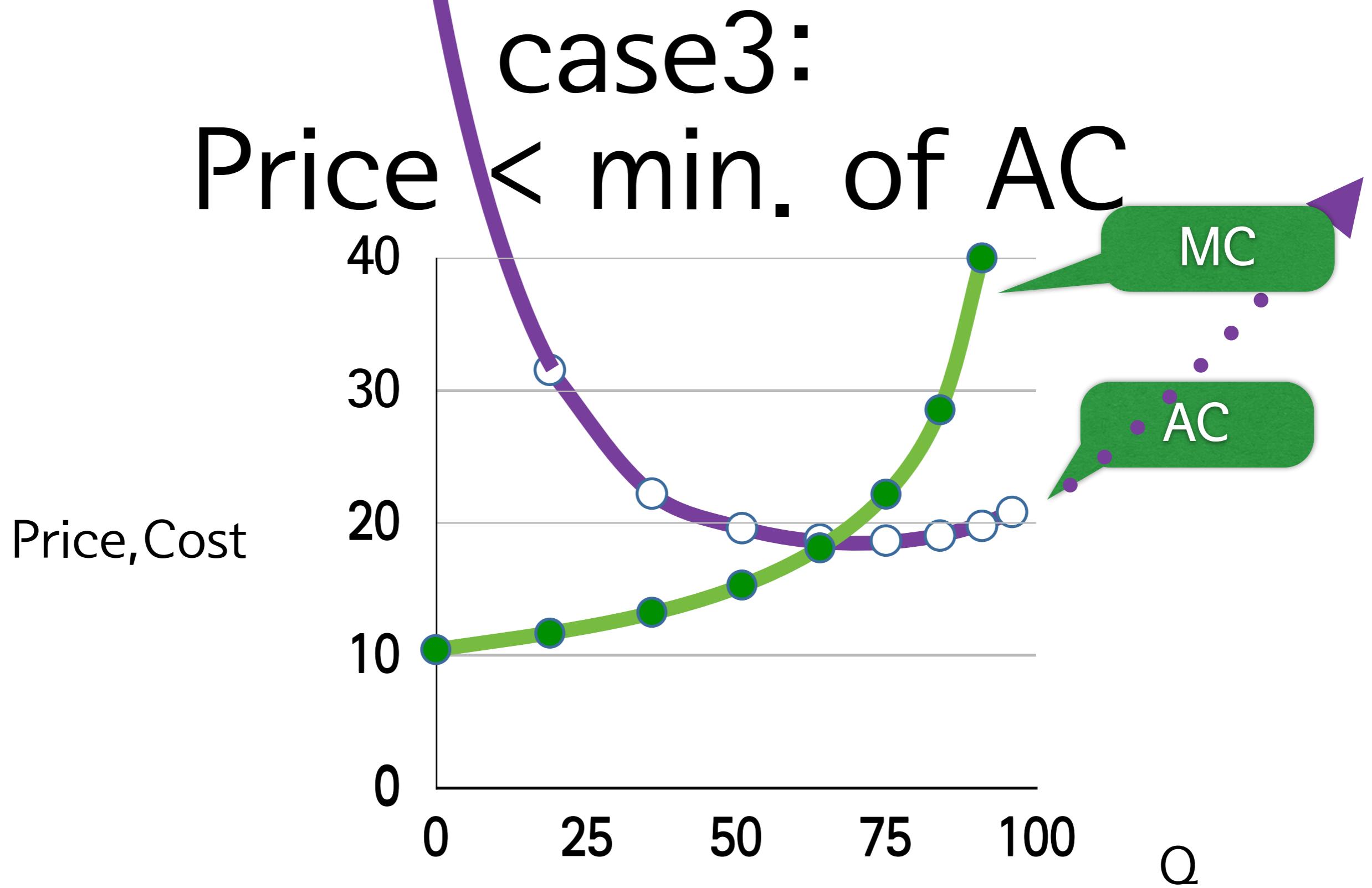
TR

MC

AC

case3:  
Price < min. of AC

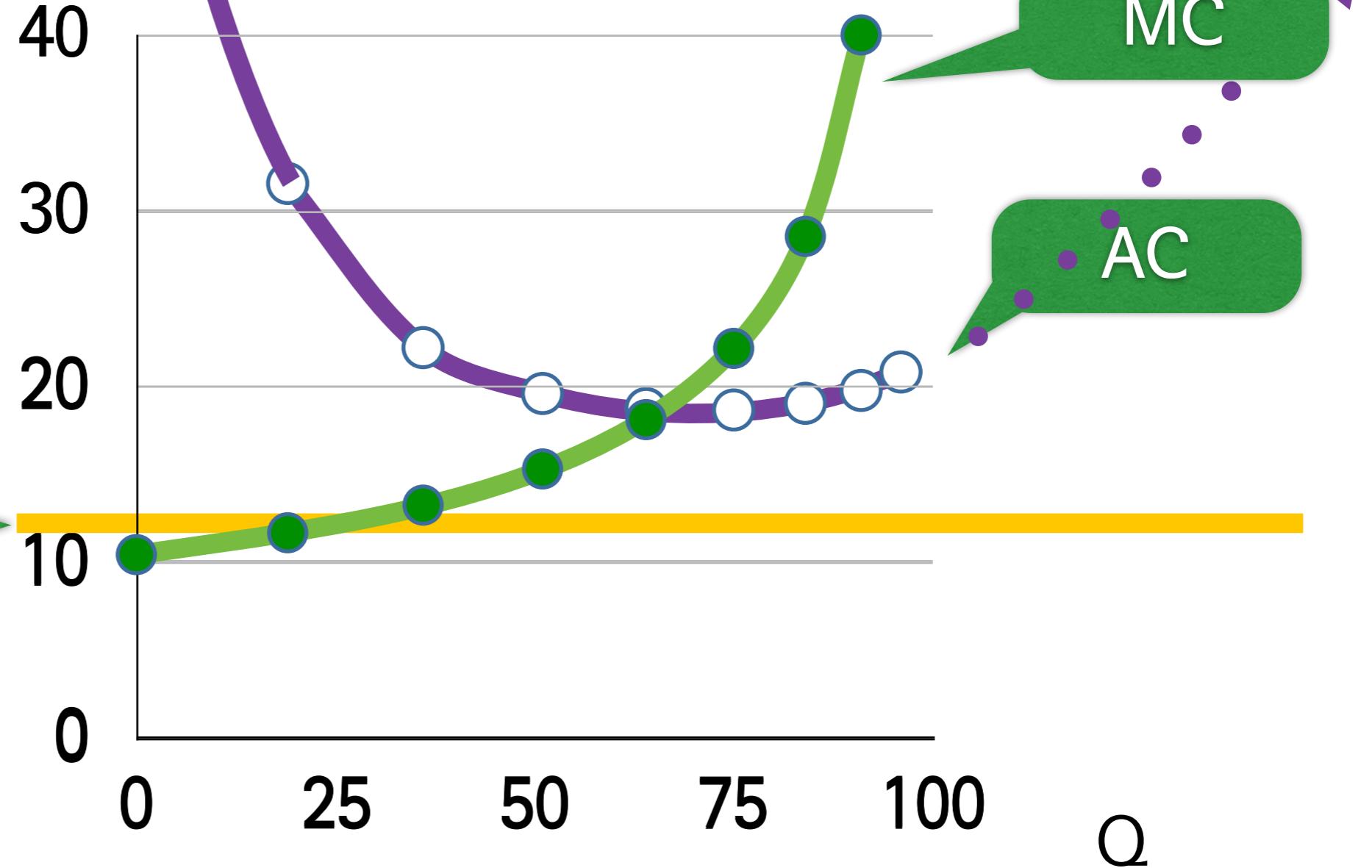




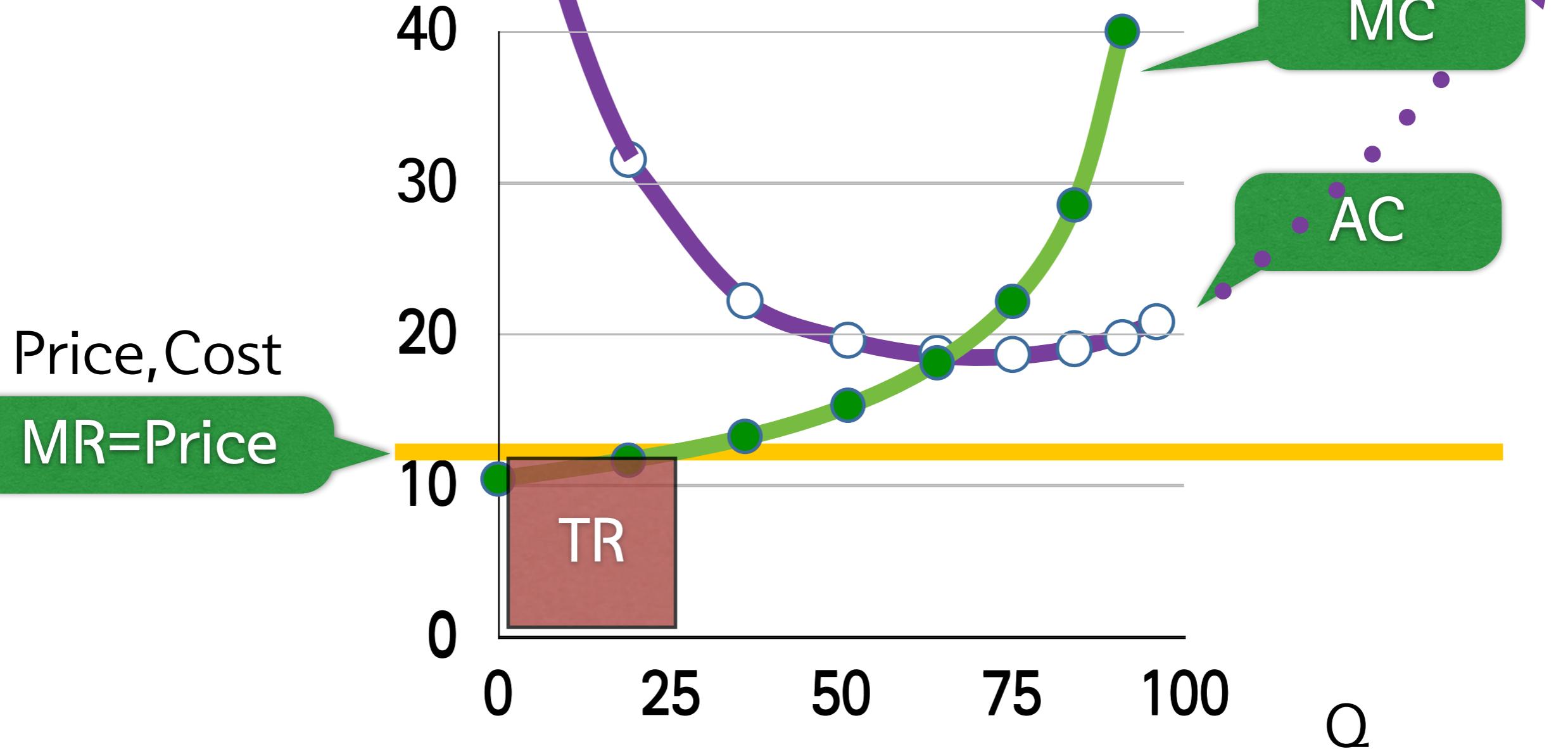
case3:  
Price < min. of AC

Price, Cost

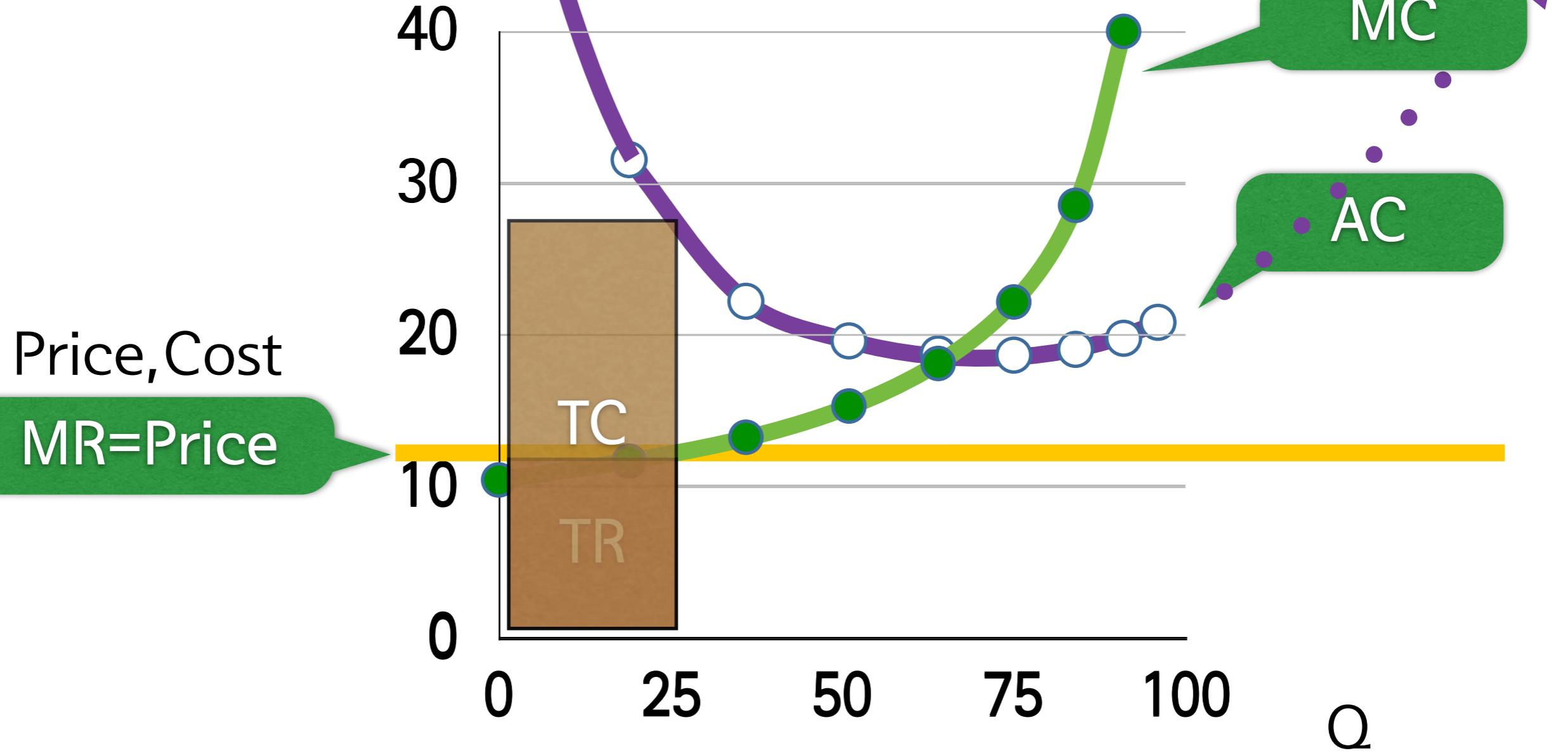
MR=Price



# case3: Price < min. of AC

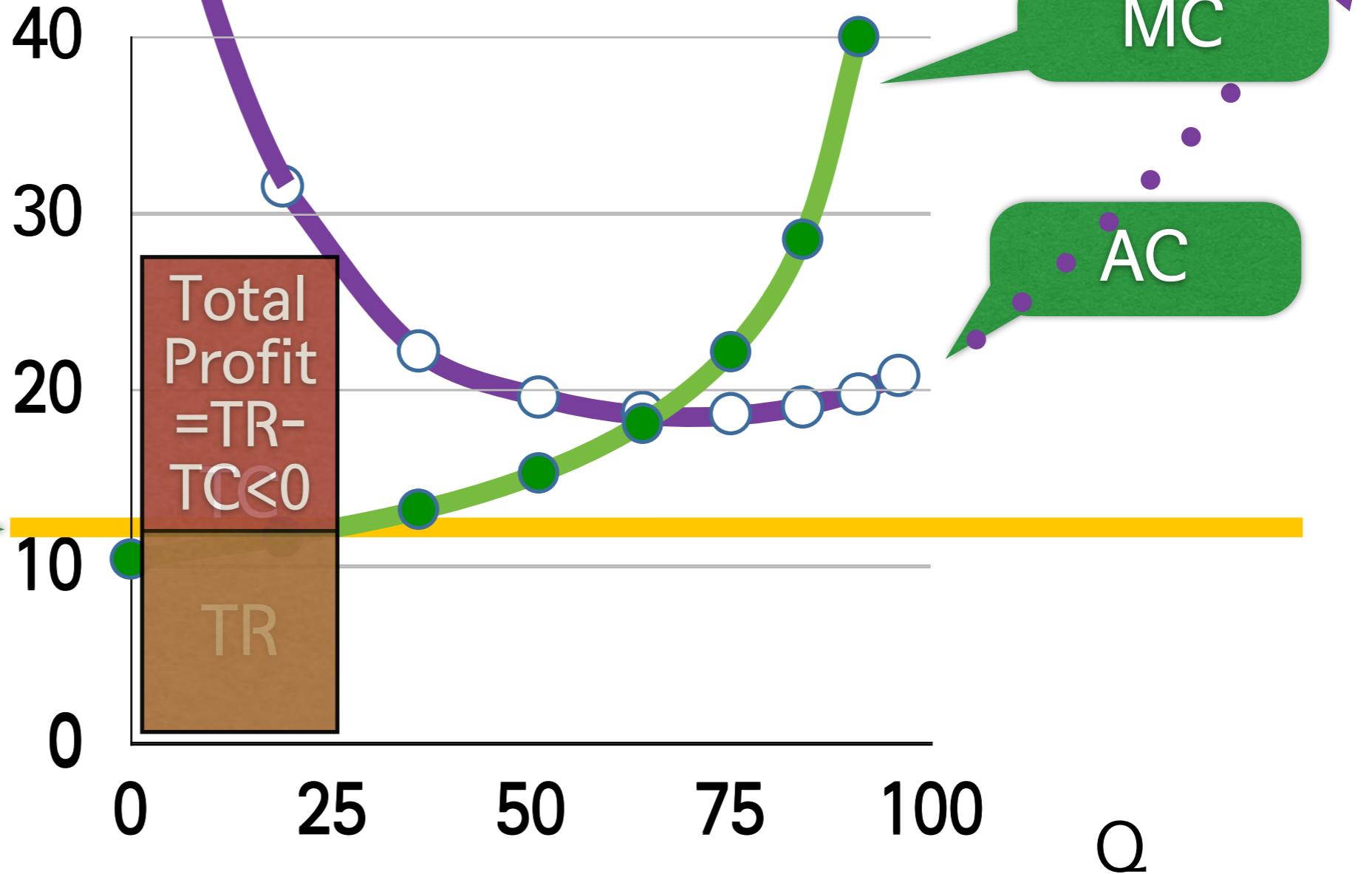


# case3: Price < min. of AC



# case3: Price < min. of AC

Price, Cost  
MR=Price



# 공급결정의 문제

- 앞의 원리는 오직 이윤이 최대인 경우, 아직 시장 진입 자체를 하지 않은 경우만 다루고 있음(즉, Fixed Cost 미발생)
- 하지만, 이미 시장에 참여한 상태에서 최대이윤이 음(-)이라면??(Case3) 생산을 중지하는 것이 최선의 선택인가?
  - Answer: NO!
  - Why: Fixed Cost!

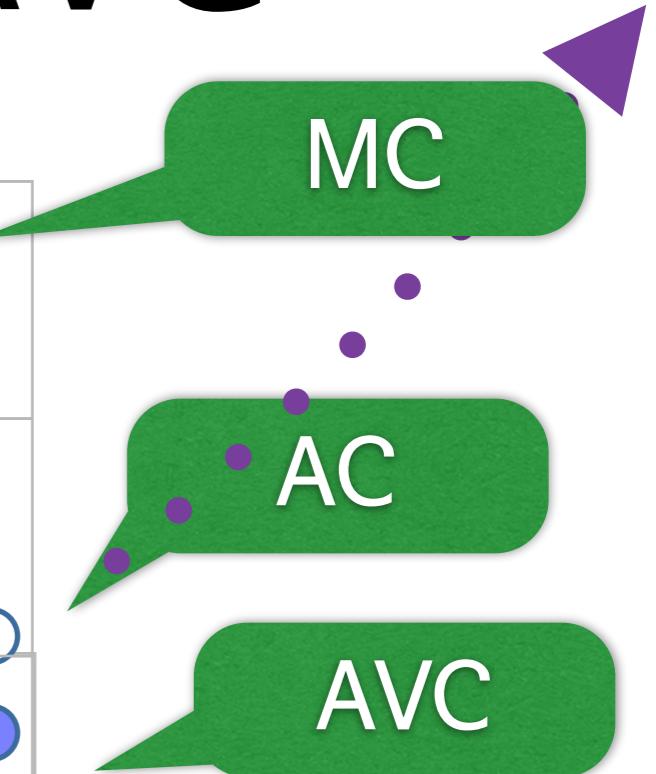
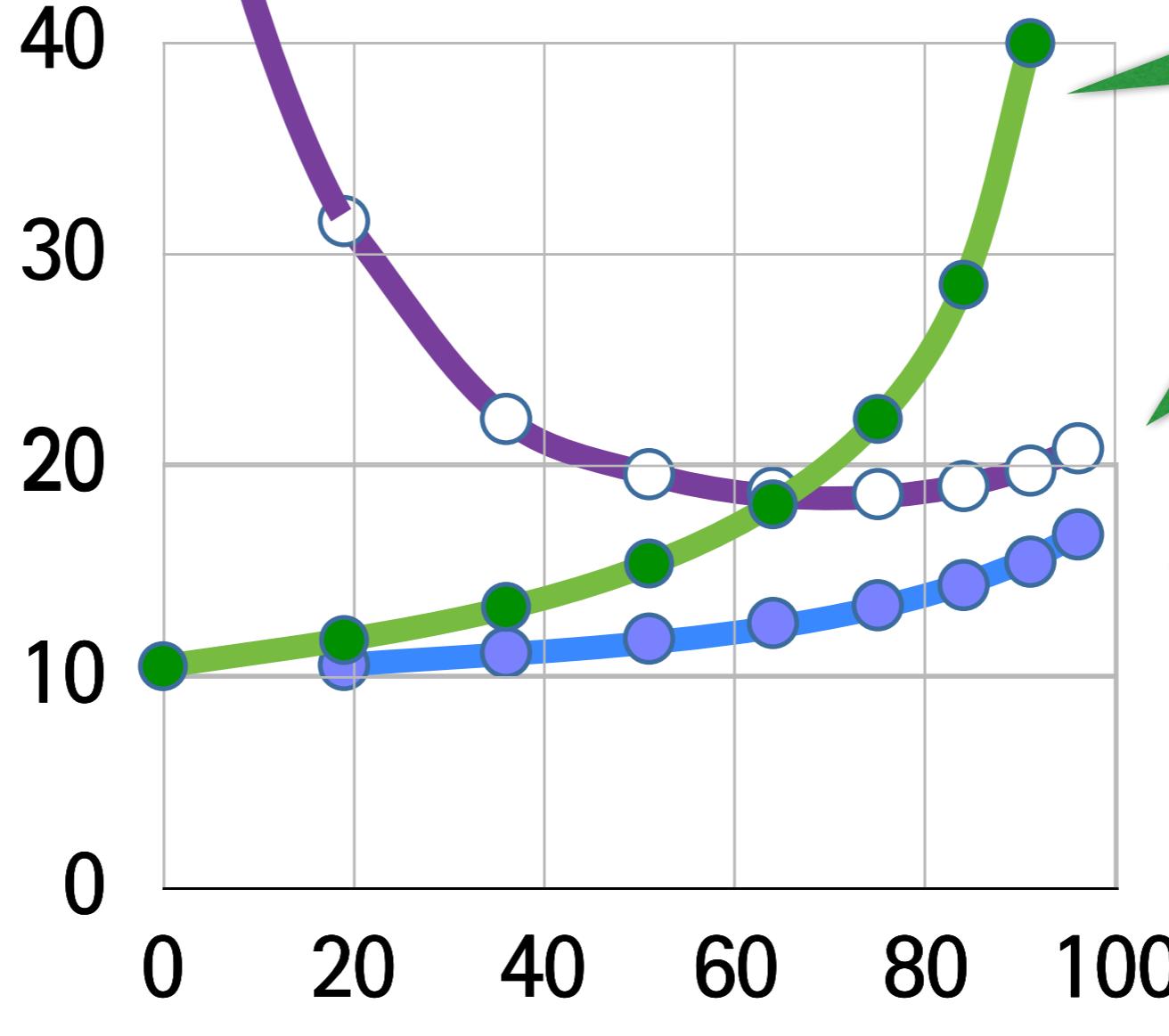
# 단기에서의 생산결정

- 이미 진입해 있는 경우, Fixed Cost는 이미 지불된 이상 회수할 수 없음: 매몰비용: 의사결정에서 고려 할 필요가 없음
  - Fixed Cost는 회수할 수 없는 것으로 가정됨
- 비록, Case 3이라도 어느 정도까지는 손실을 최소화(=이윤의 극대화)할 수 있음
  - 생산하는 것이 생산 않는 것보다 나음
  - 기준: minimum AVC

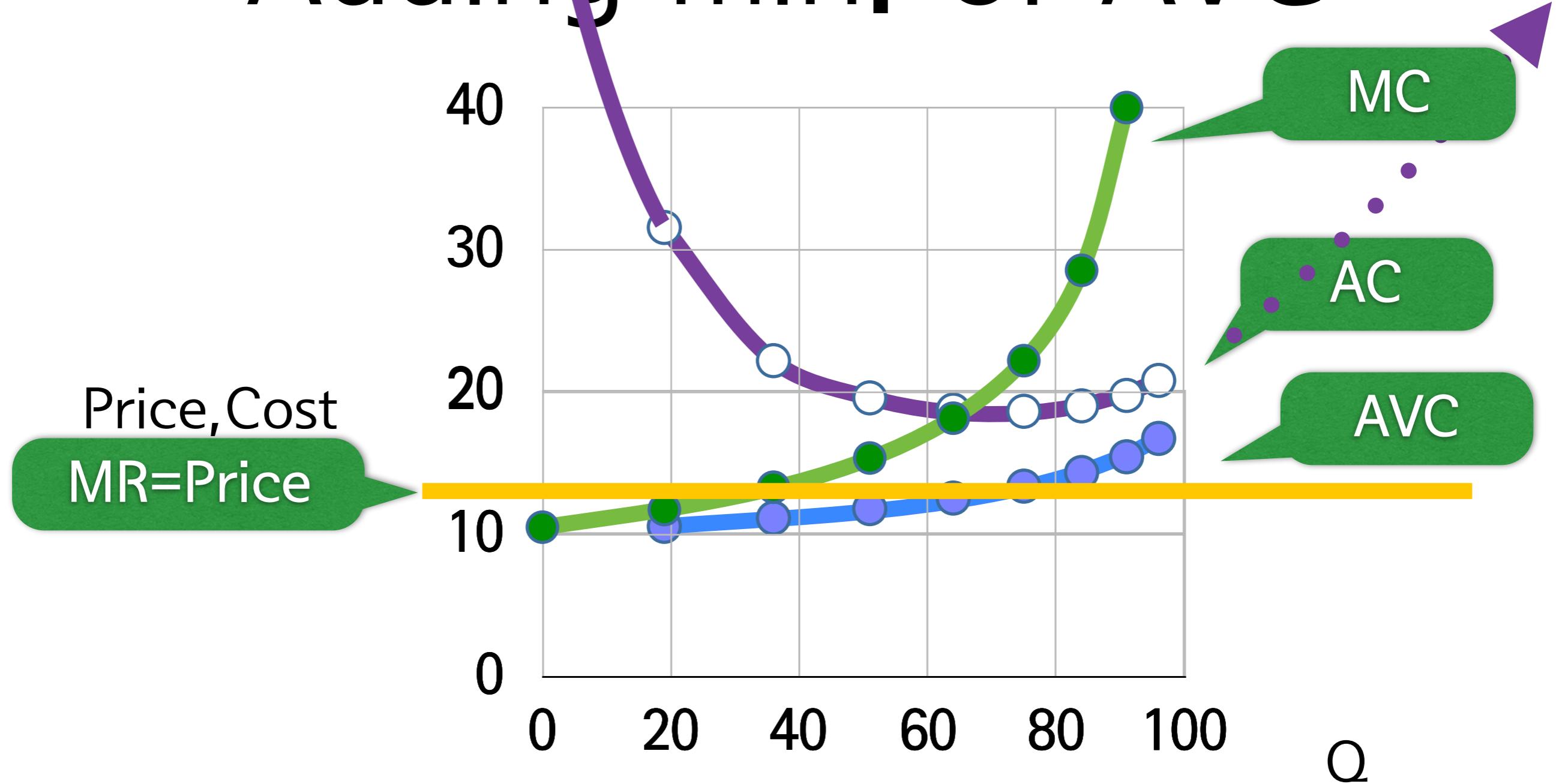
# Adding min. of AVC

# Adding min. of AVC

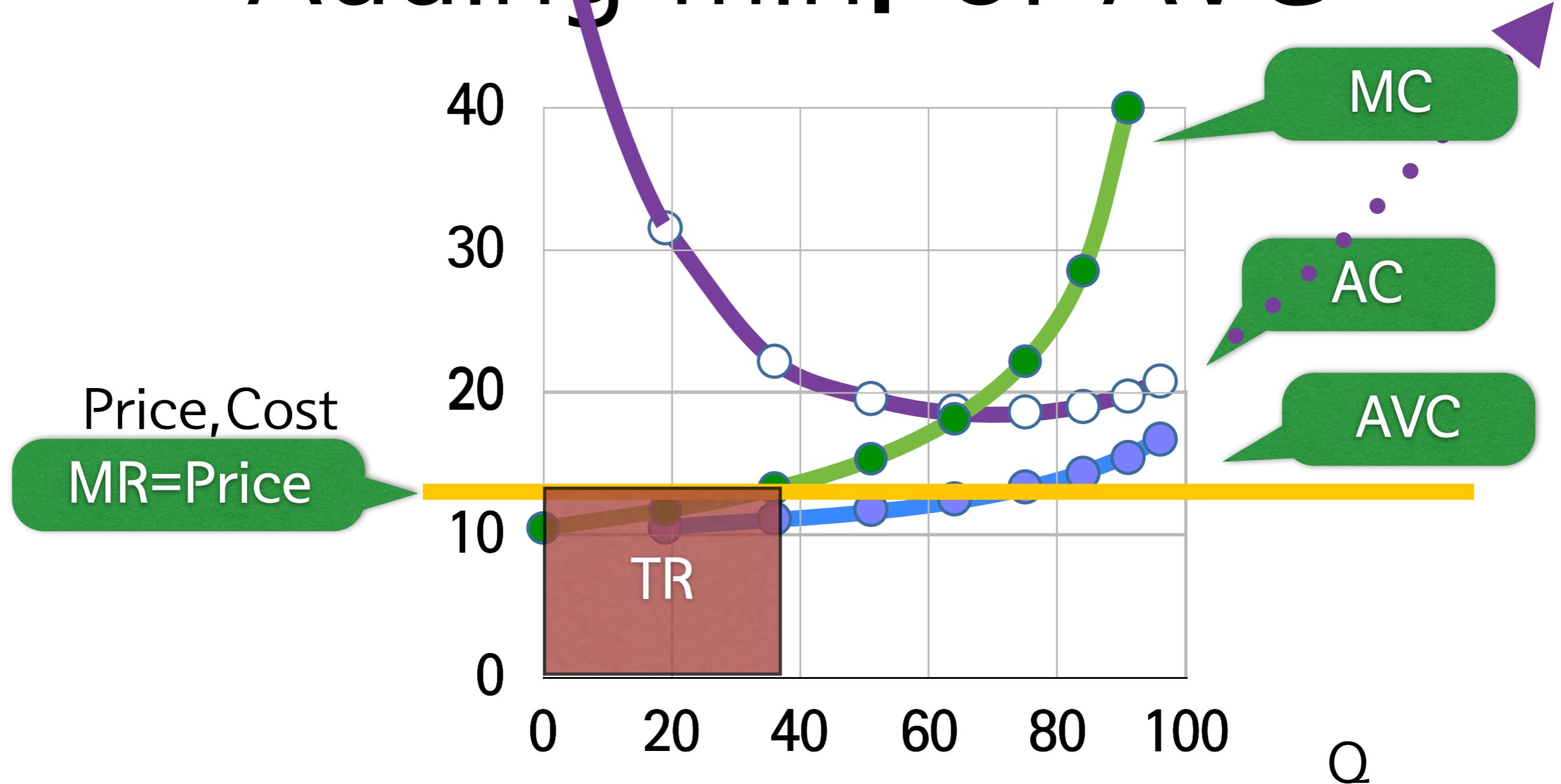
Price,Cost



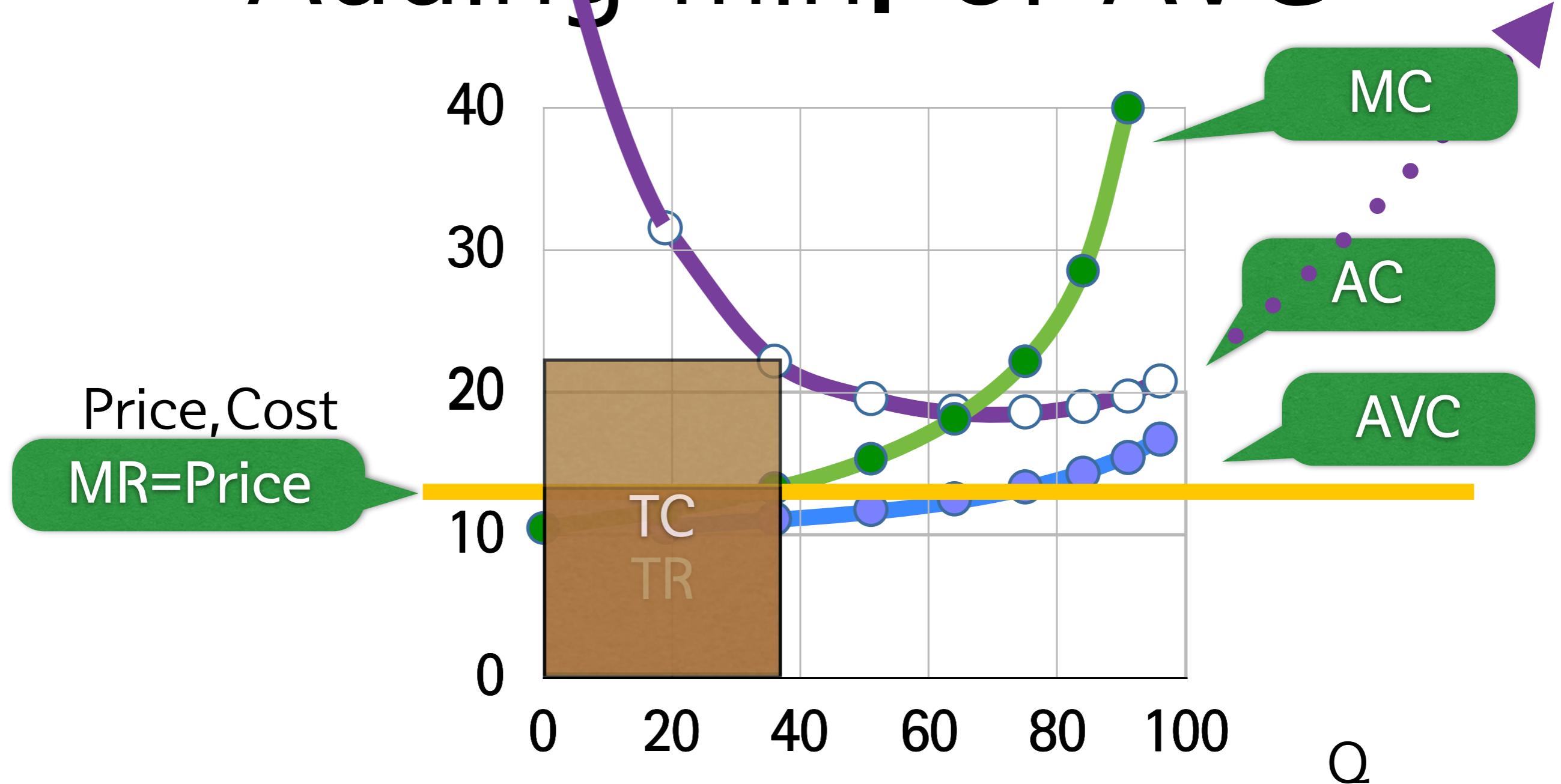
# Adding min. of AVC



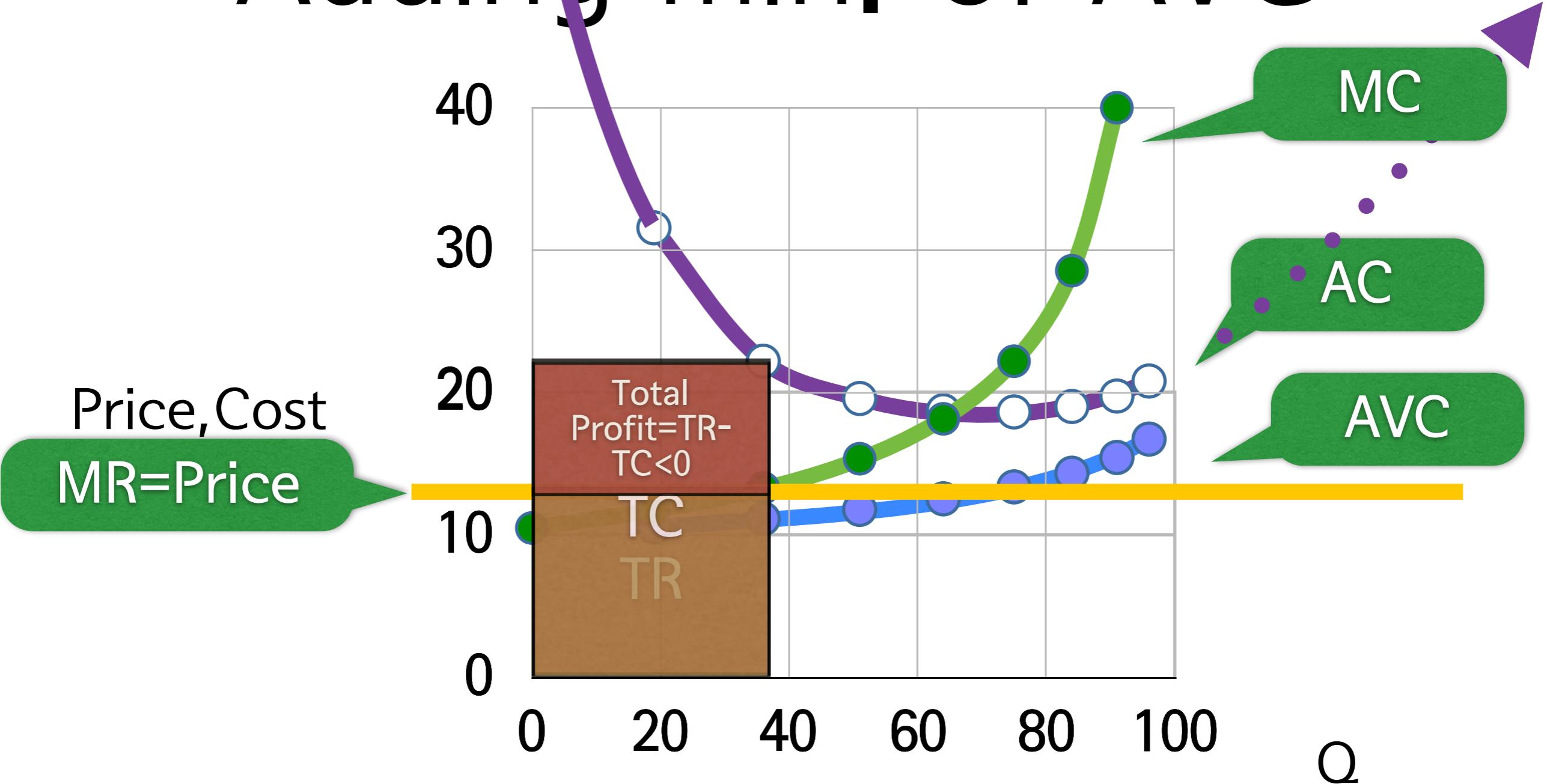
# Adding min. of AVC



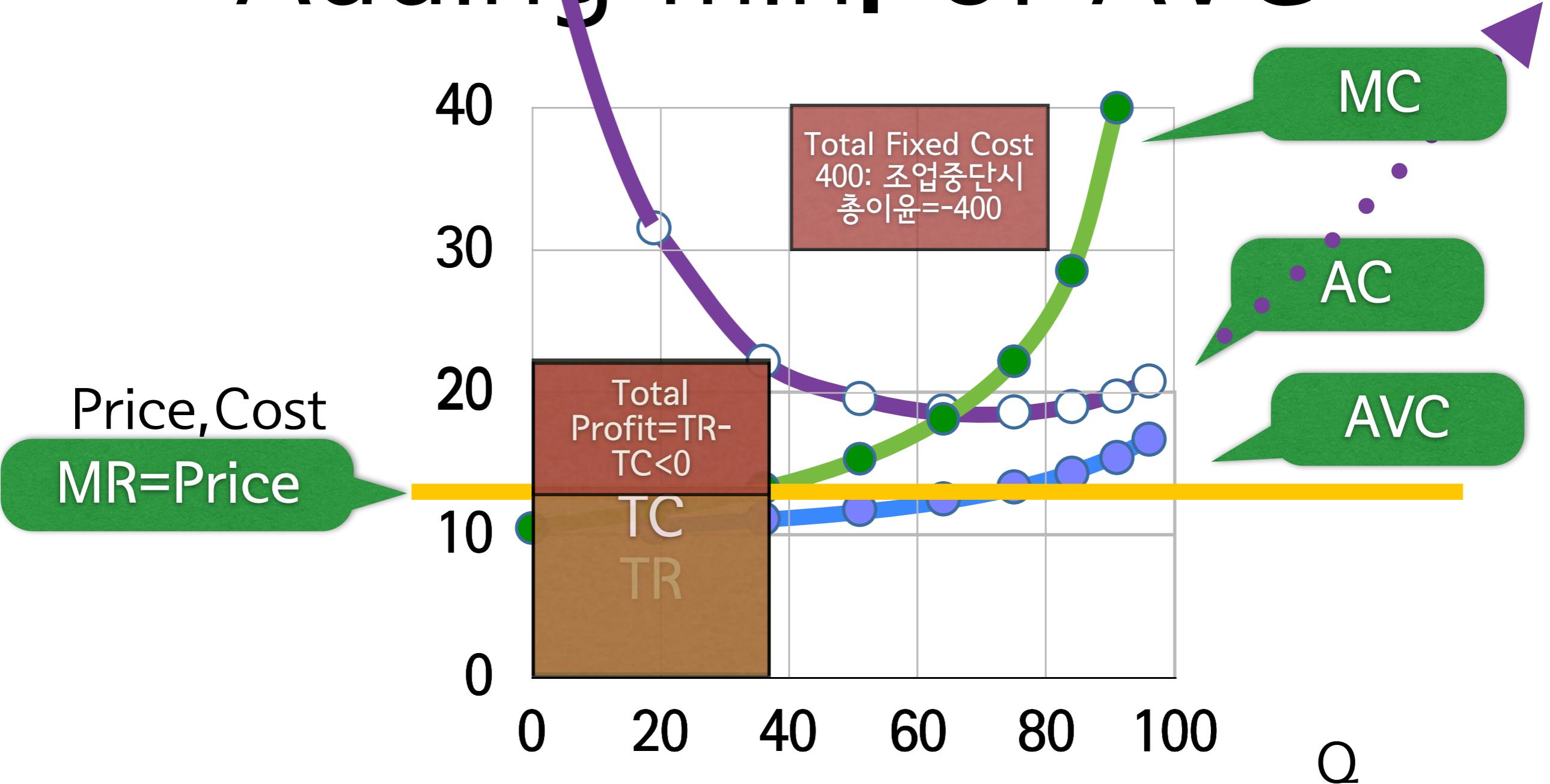
# Adding min. of AVC



# Adding min. of AVC



# Adding min. of AVC



# Adding min. of AVC

Total Fixed Cost  
400: 조업중단시  
총이윤=-400

Total  
Profit=TR-  
TC<0

# Adding min. of AVC

Total  
Profit=TR-  
TC<0

Total Fixed Cost  
400: 조업중단시  
총이윤=-400

# Adding min. of AVC

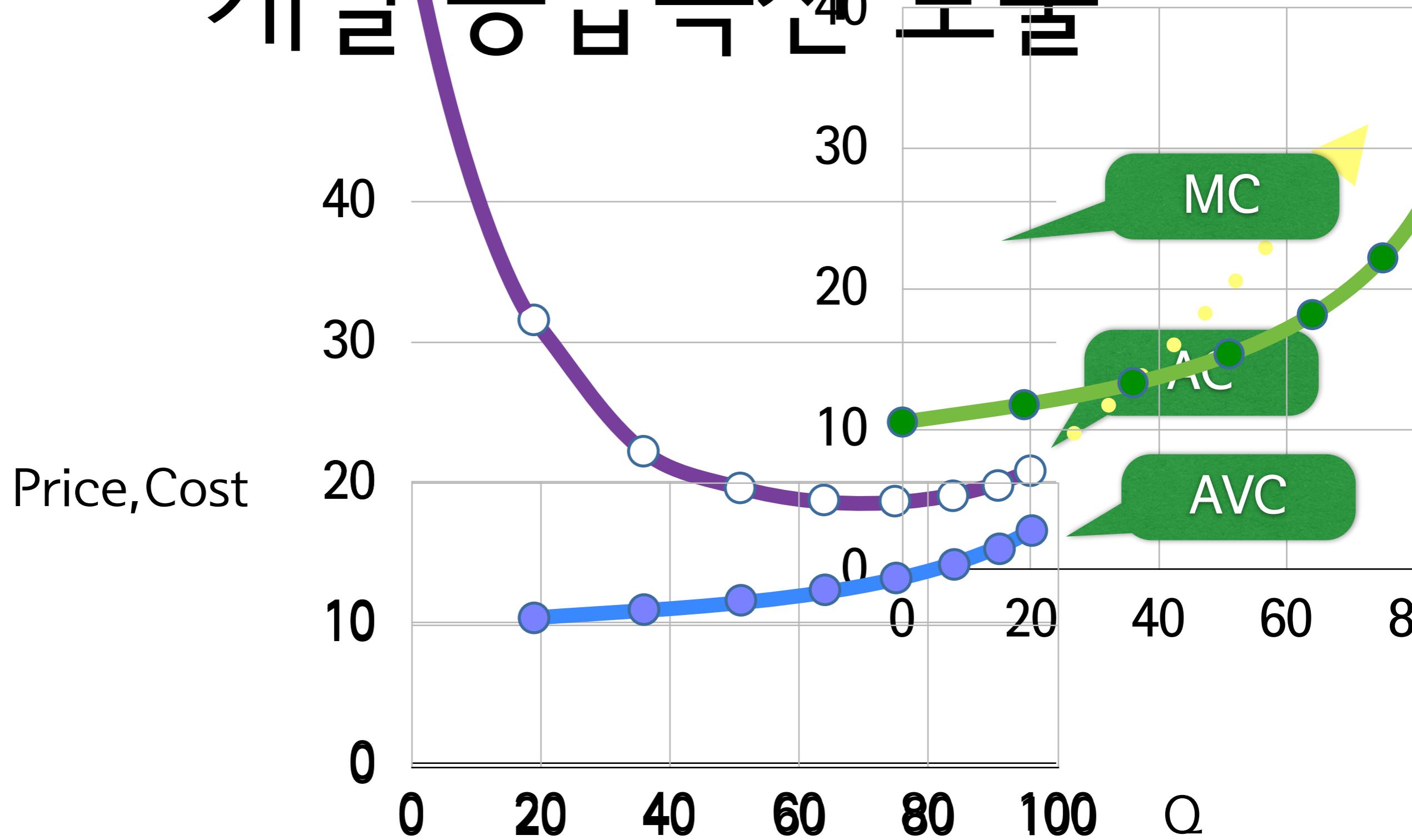
Total  
Profit=TR-  
TC<0



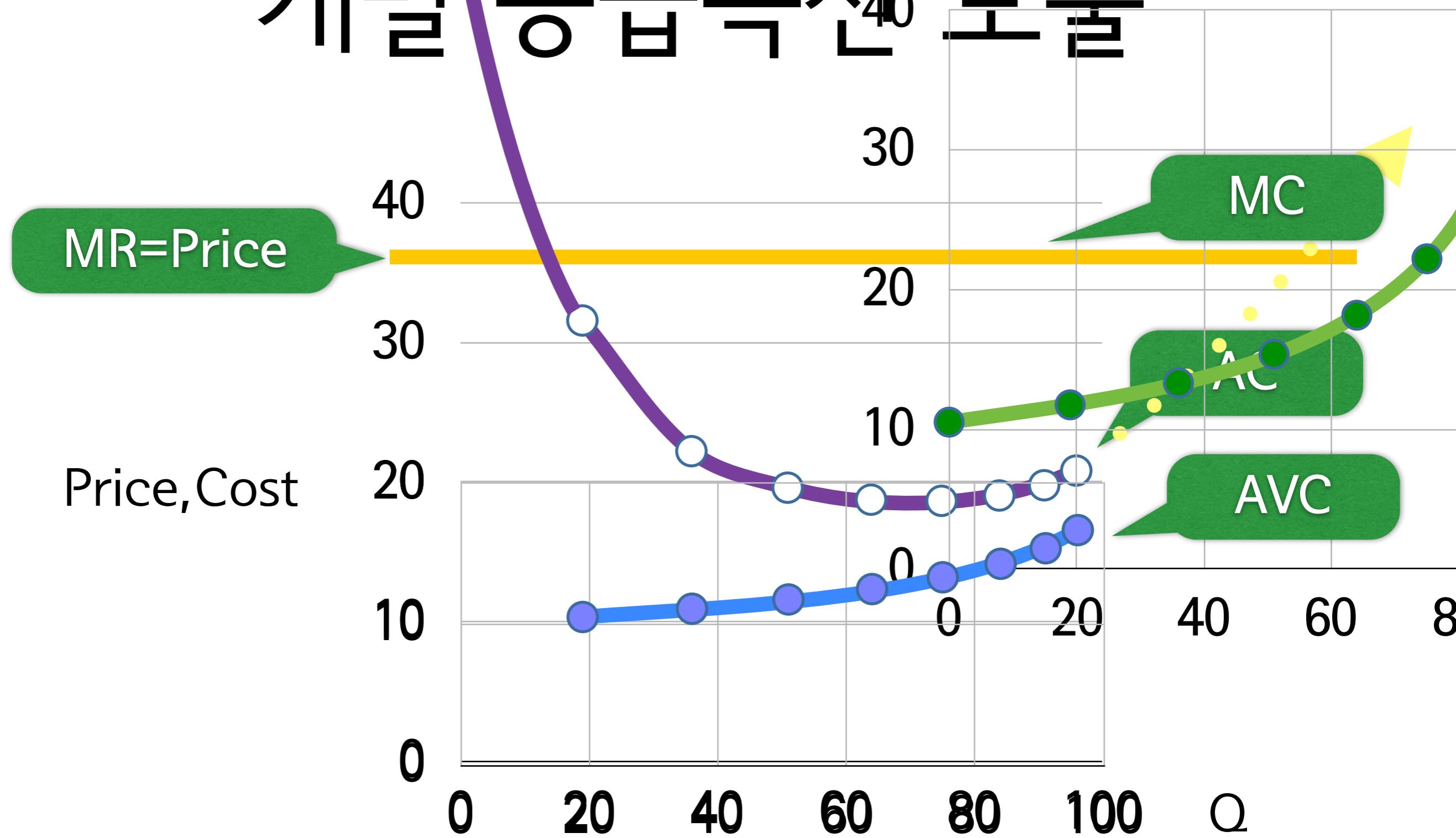
Total Fixed Cost  
400: 조업중단시  
총이윤=-400

# 쌀농사 사업의 개별 공급곡선 도출

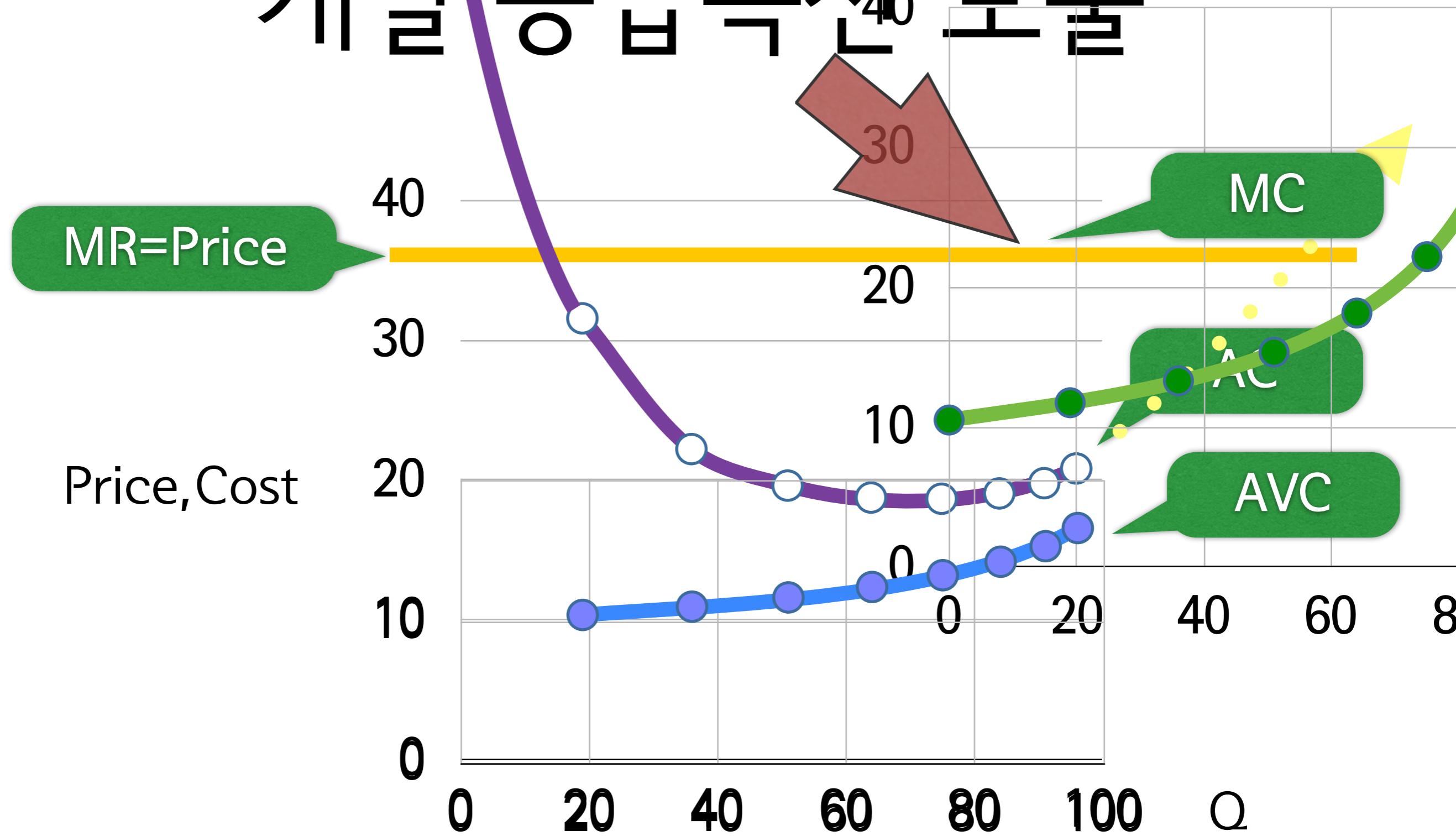
# 쌀농사 사업의 개별 공급곡선 도출



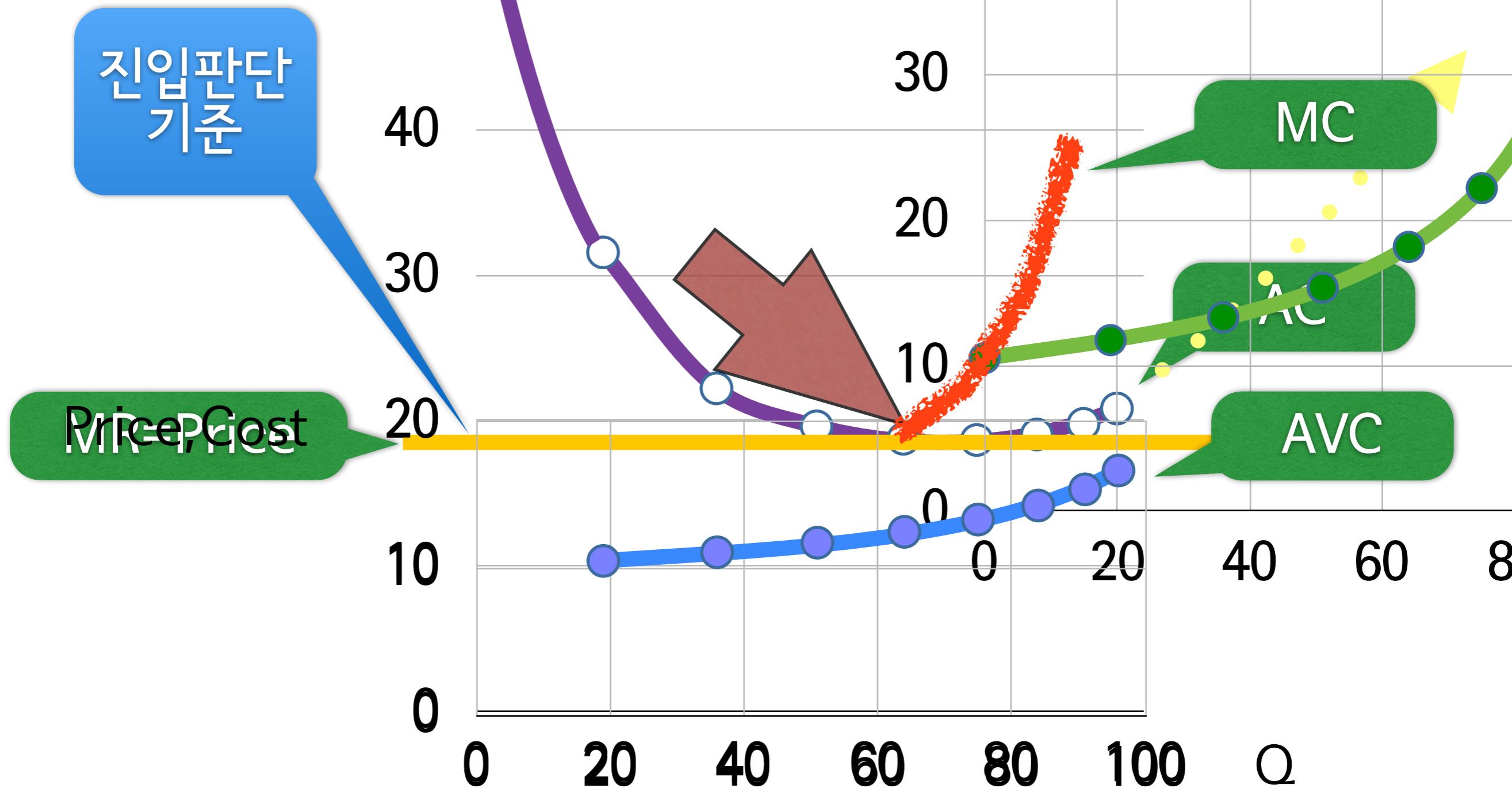
# 쌀농사 사업의 개별 공급곡선 도출



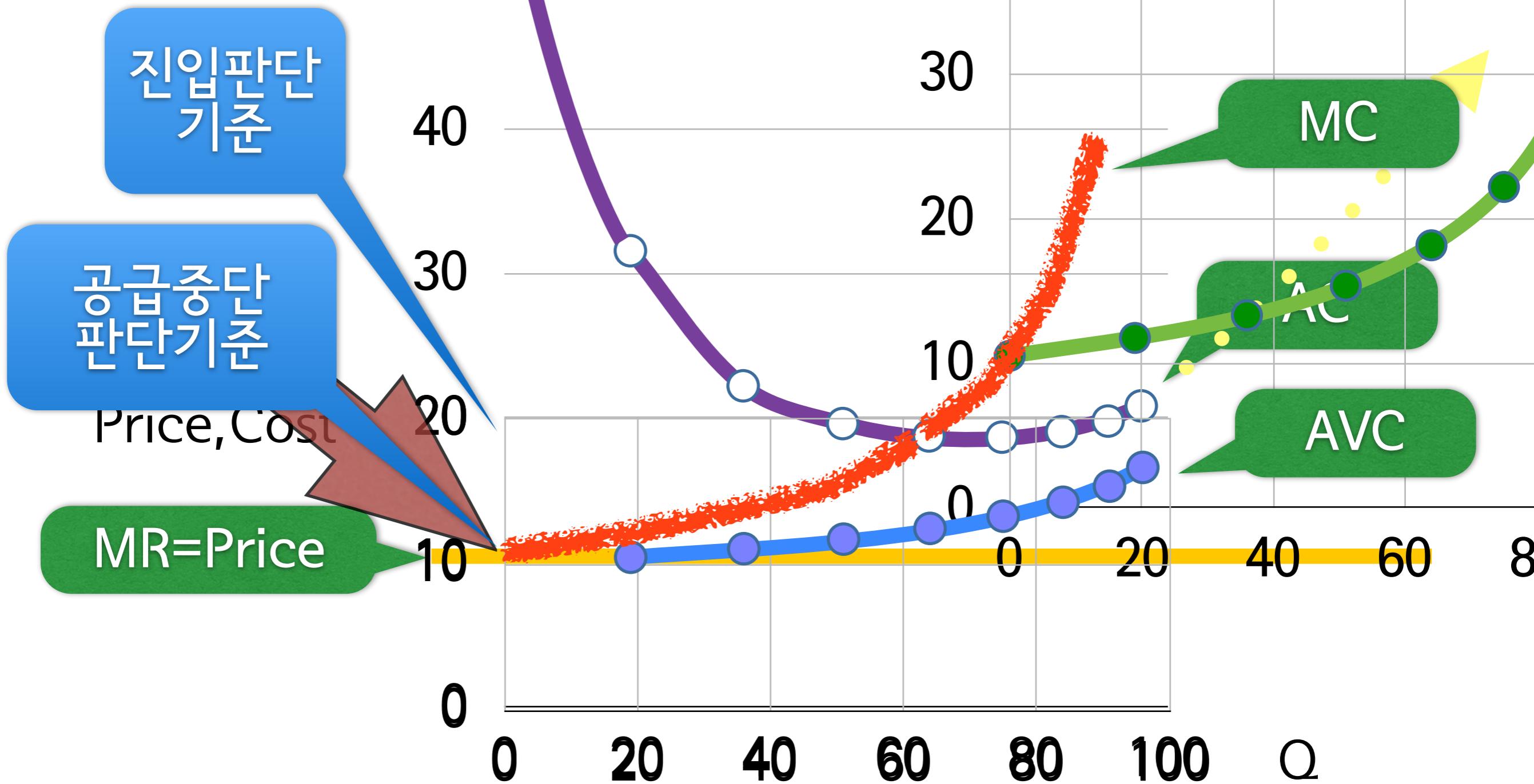
# 쌀농사 사업의 개별 공급곡선 도출



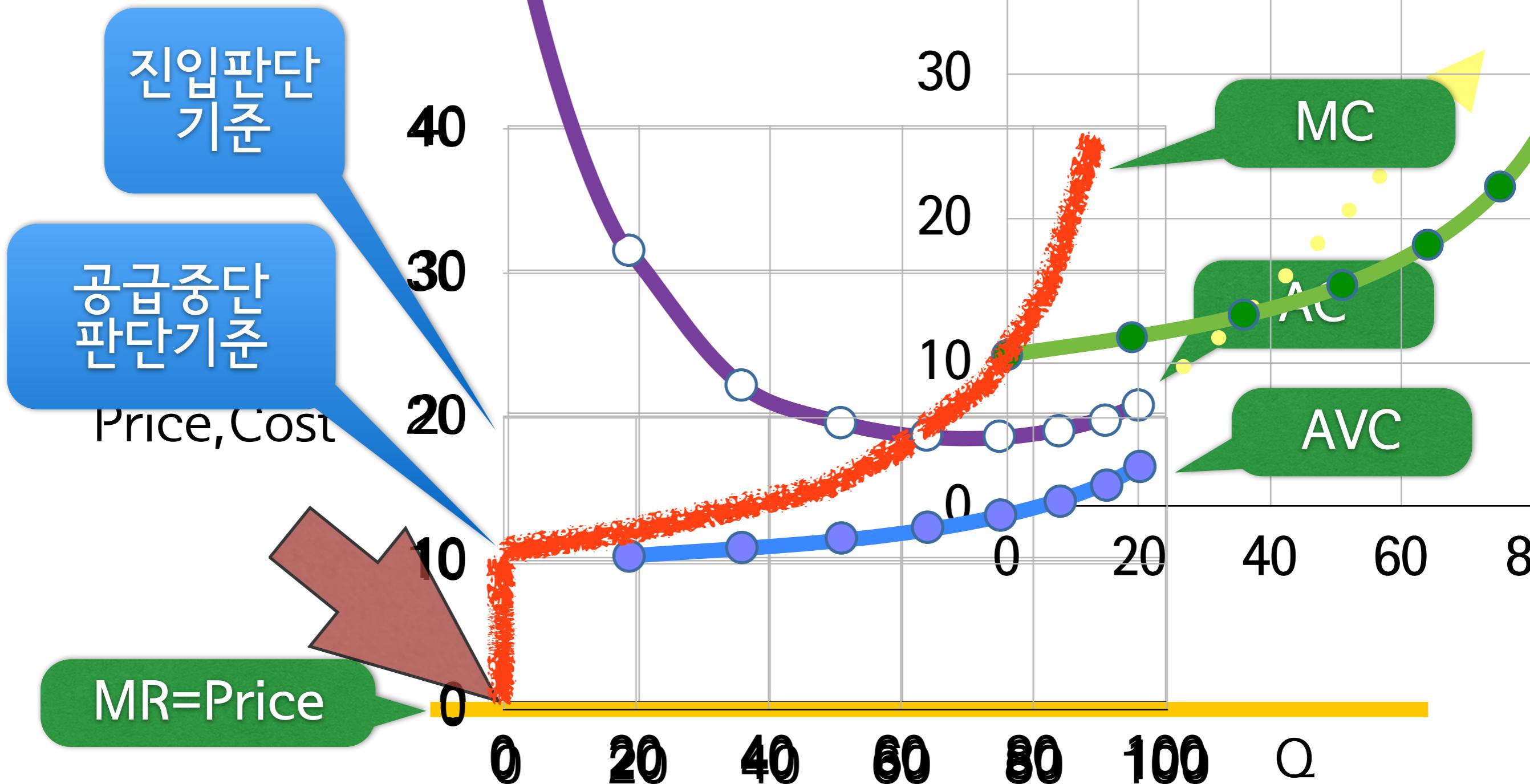
# 쌀농사 사업의 개별 공급곡선 도출



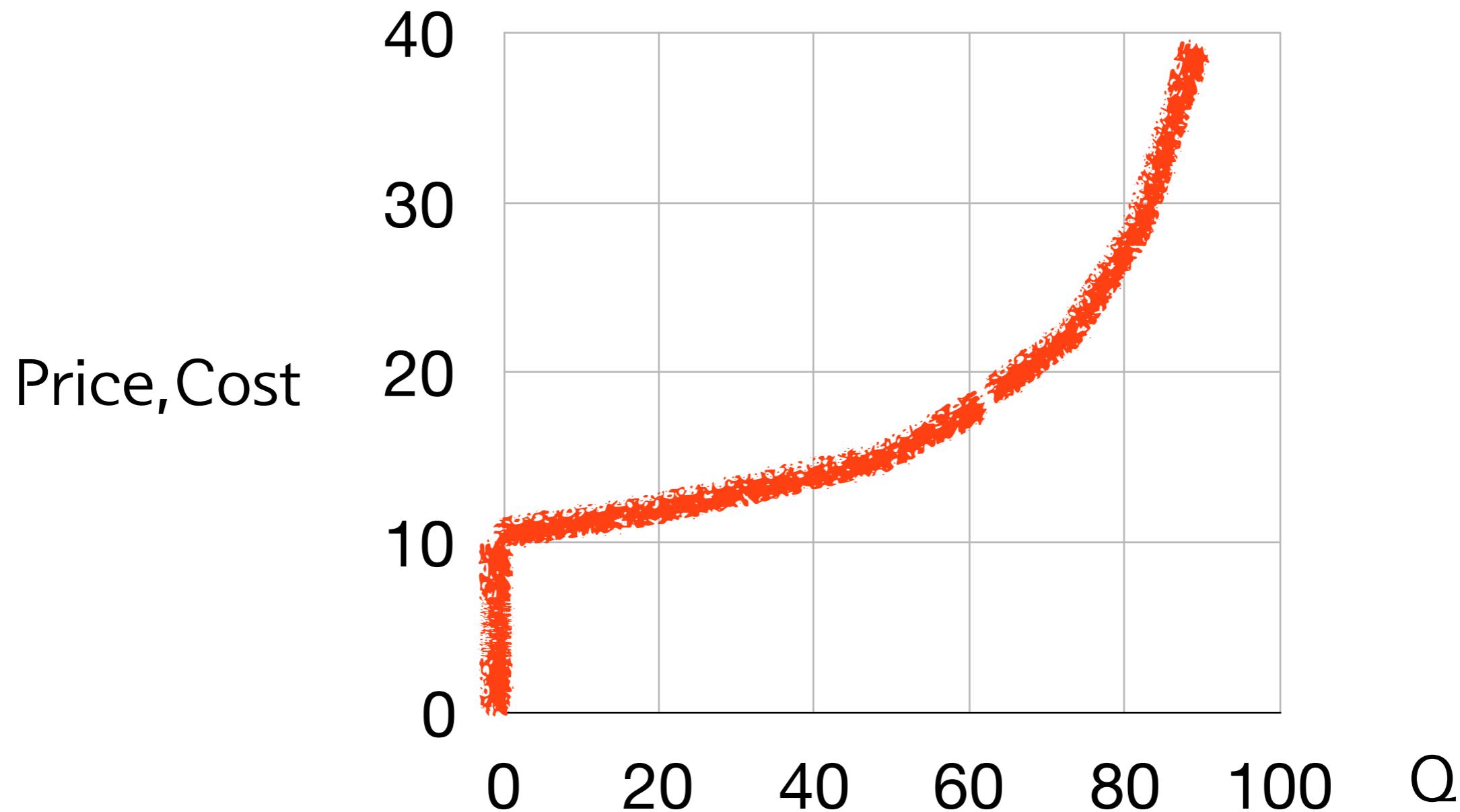
# 쌀농사 사업의 개별 공급곡선 도출



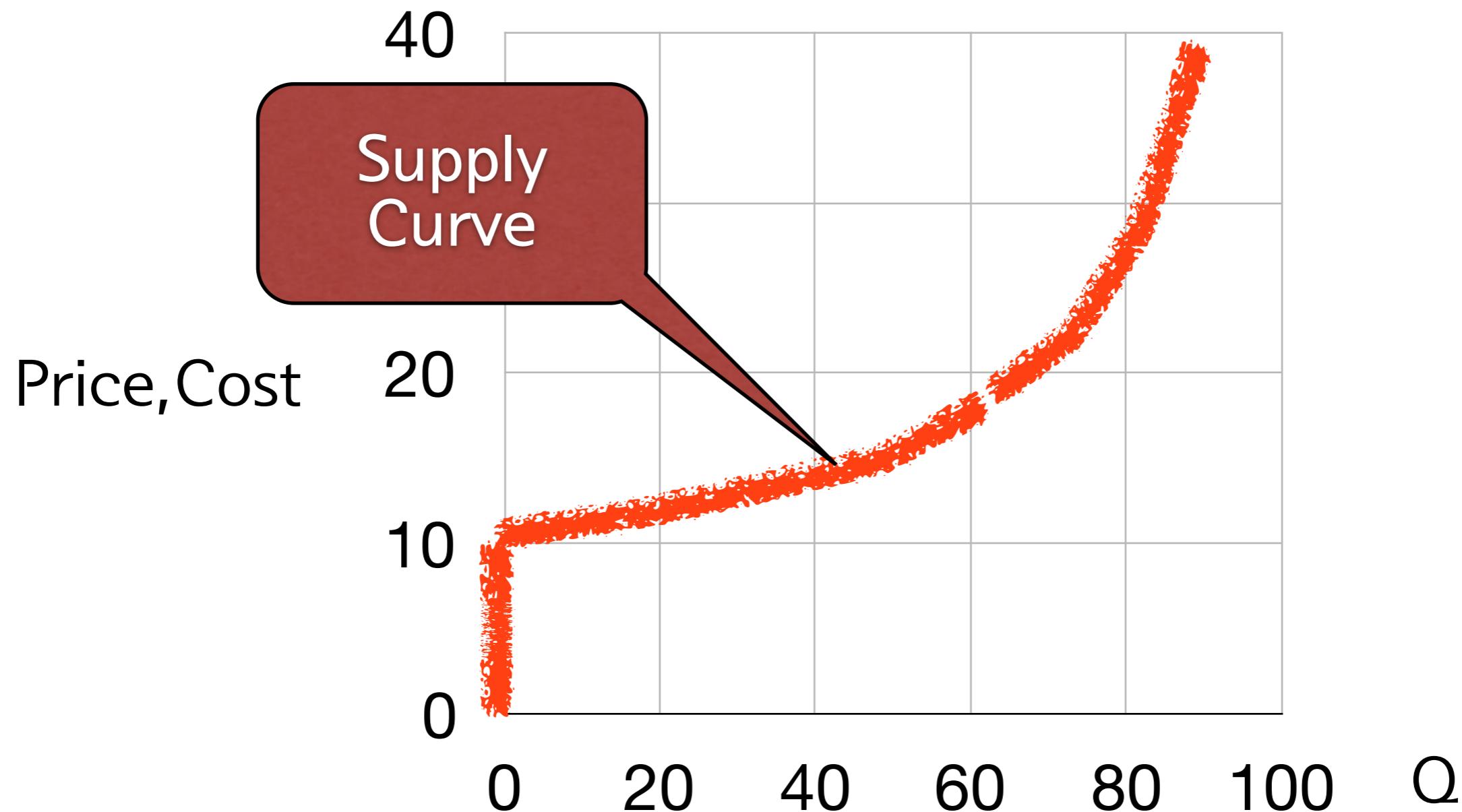
# 쌀농사 사업의 개별 공급곡선 도출



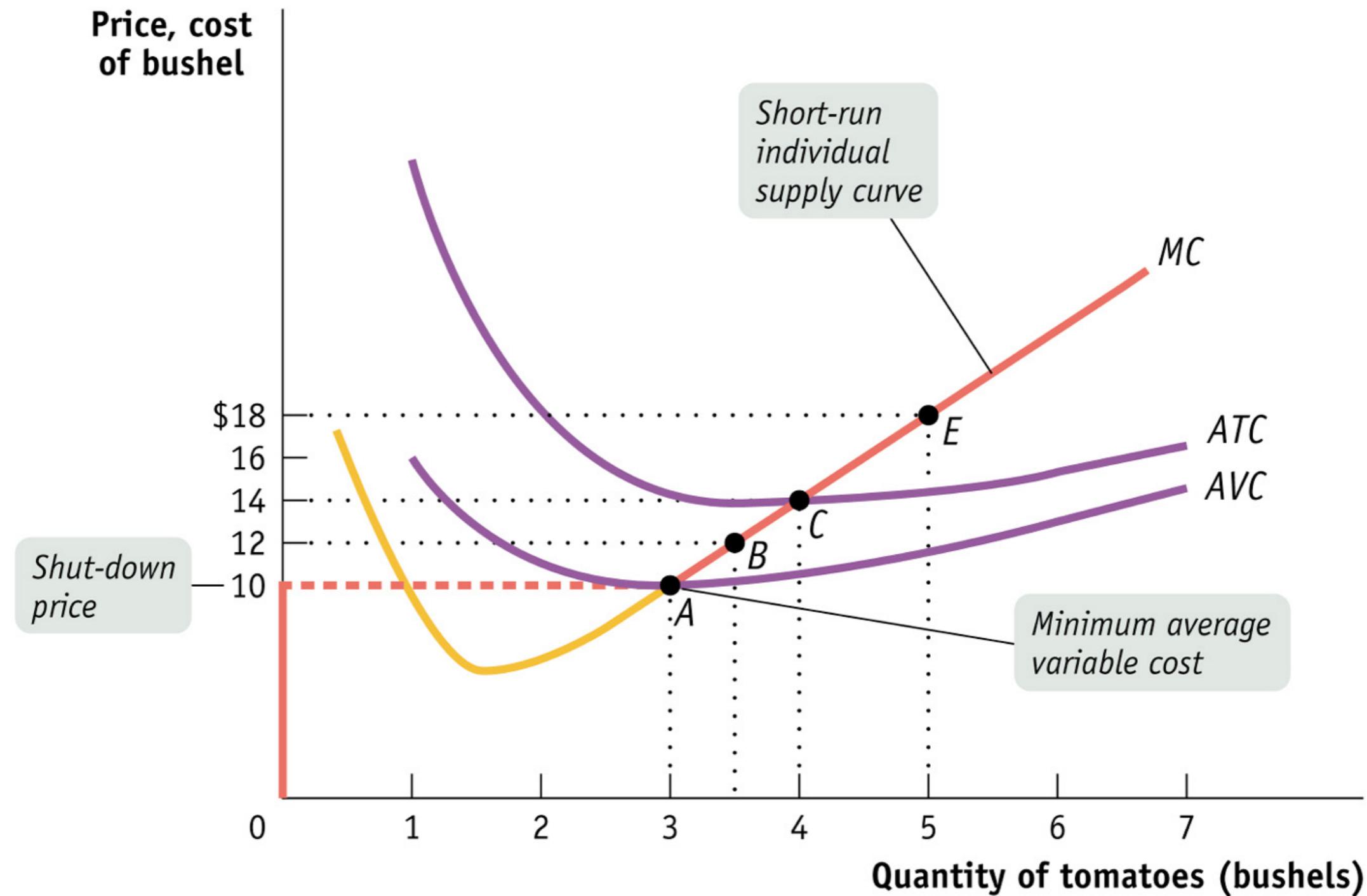
# 쌀농사 사업의 개별 공급곡선 도출



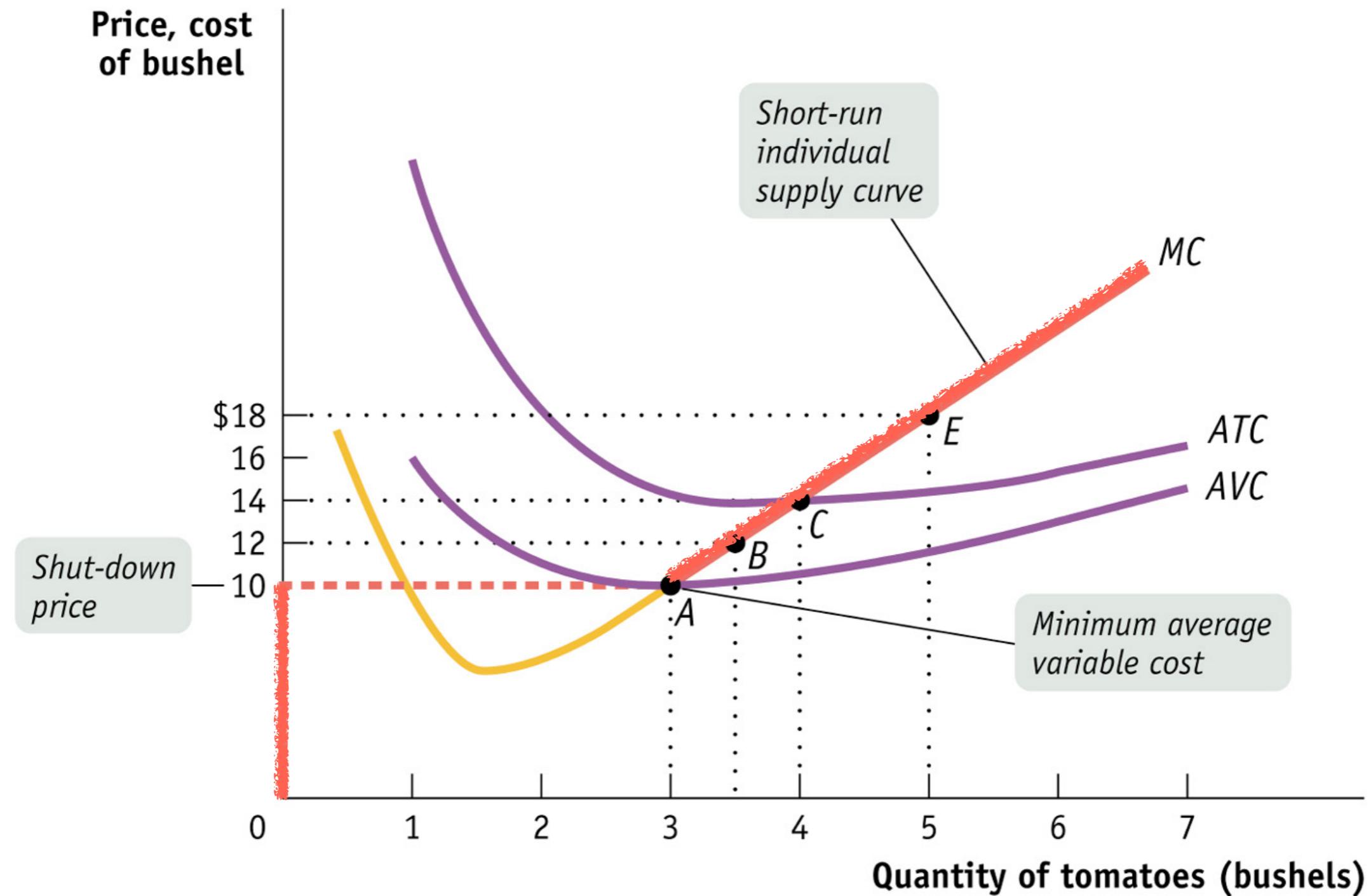
# 쌀농사 사업의 개별 공급곡선 도출



# Ind. Supply Curve:



# Ind. Supply Curve:



# 장기 분석

# Long Run Analysis

- 이제까지의 논의는 단기에 국한
- 장기: Fixed Cost마저 조정가능함. 따라서 기존 기업이라 할지라도 가격이 지속적으로  $AVC < P = MR < AC$  인 상황이 발생하면 고정요소를 청산하고 (장기에 고정비용은 매몰비용이 아님) 사업에서 빠져나감.

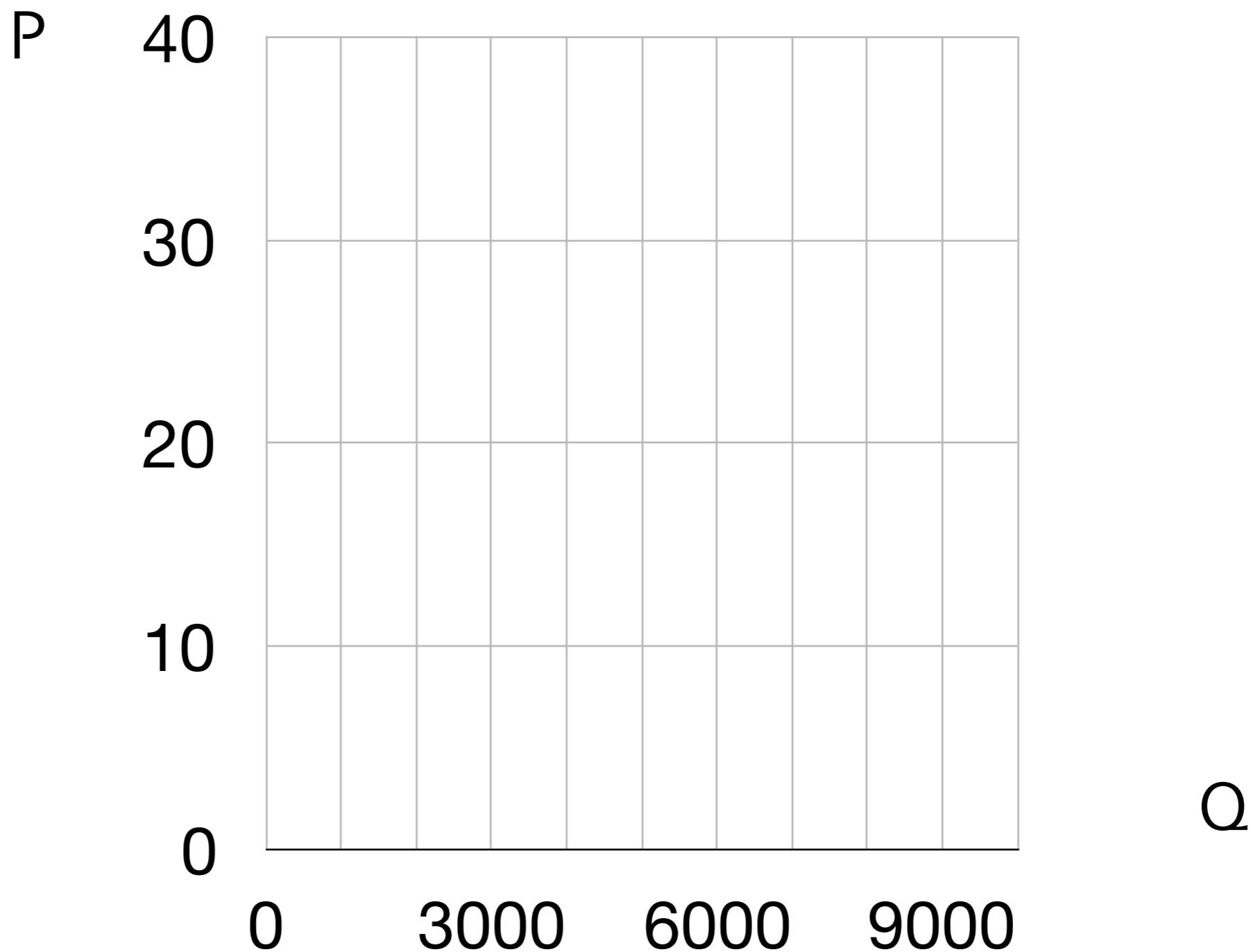
**산업 공급곡선**  
**Industry Supply cv.**

# 단기 산업 균형 SR Industry Equilibrium

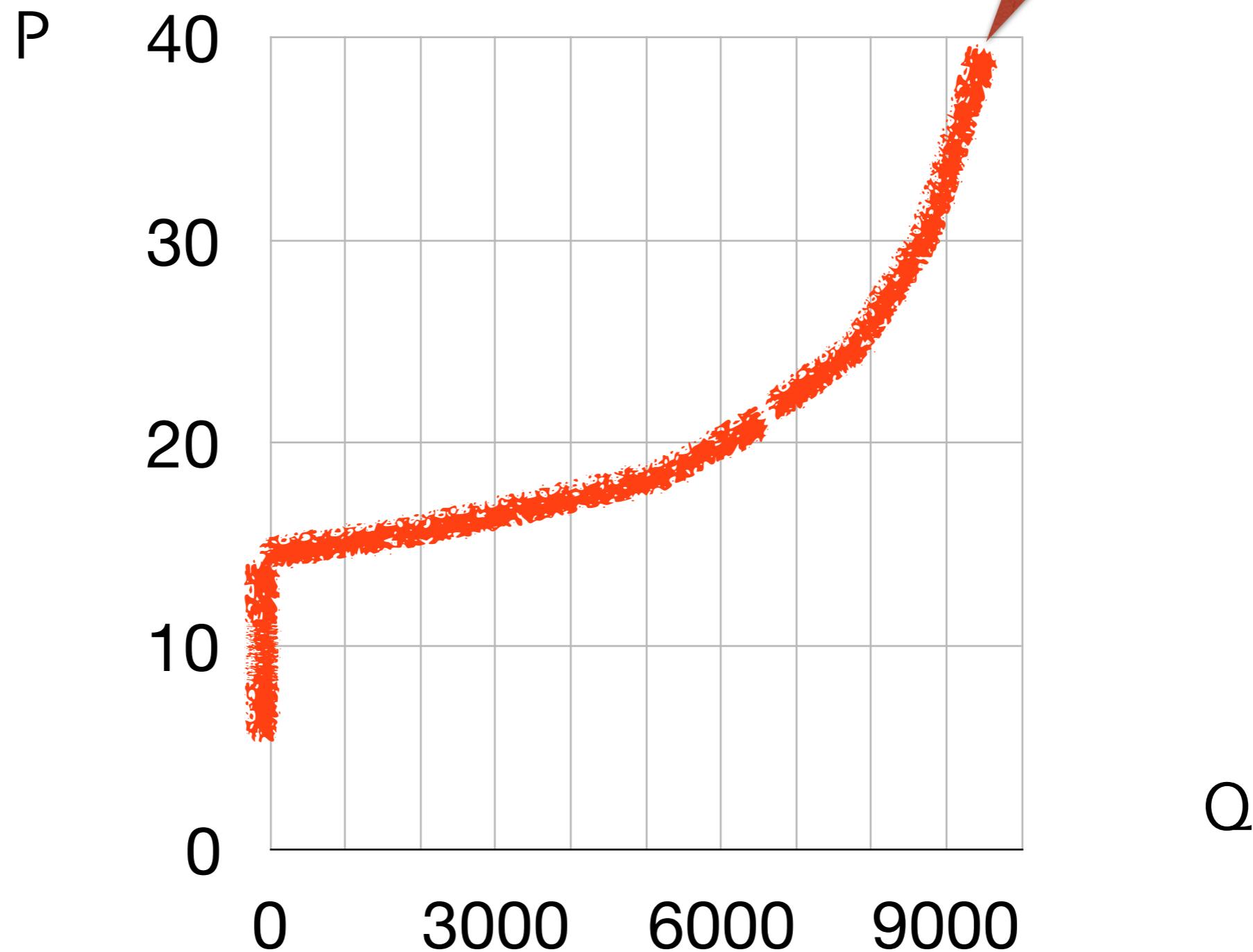
- 단기에는 생산자의 수가 변하지 않음
- 사고실험: 쌀농사 산업부문에 완전히 똑같은 처지와 능력의 법인 100개가 존재한다면:
  - 단기 산업 공급곡선은 단기 개별 공급곡선의 단순합: 단위만 100배로 늘어나게 됨

# 단기산업공급곡선 SR Industry Supply Cv

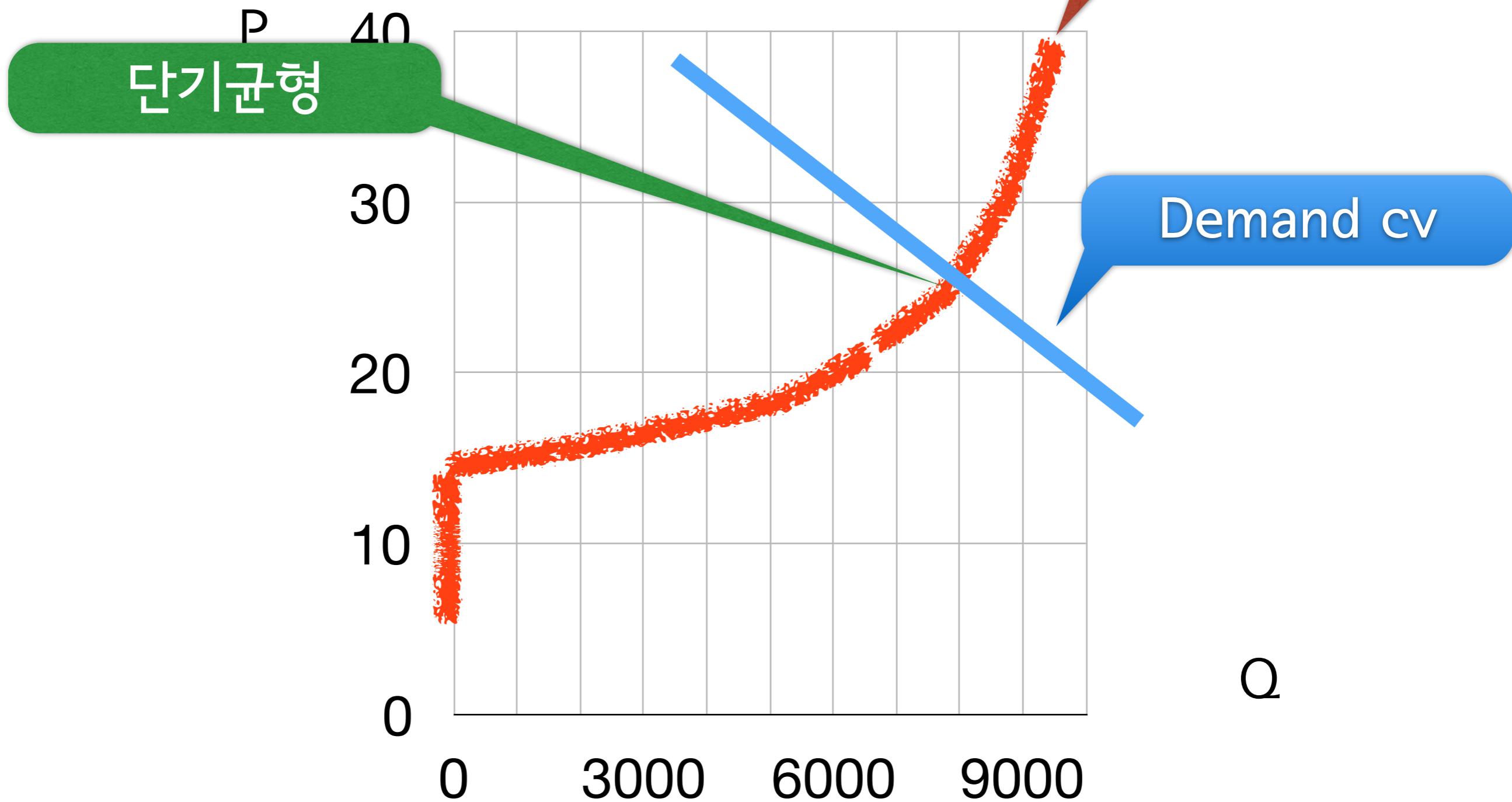
# 단기산업공급곡선 SR Industry Supply Cv



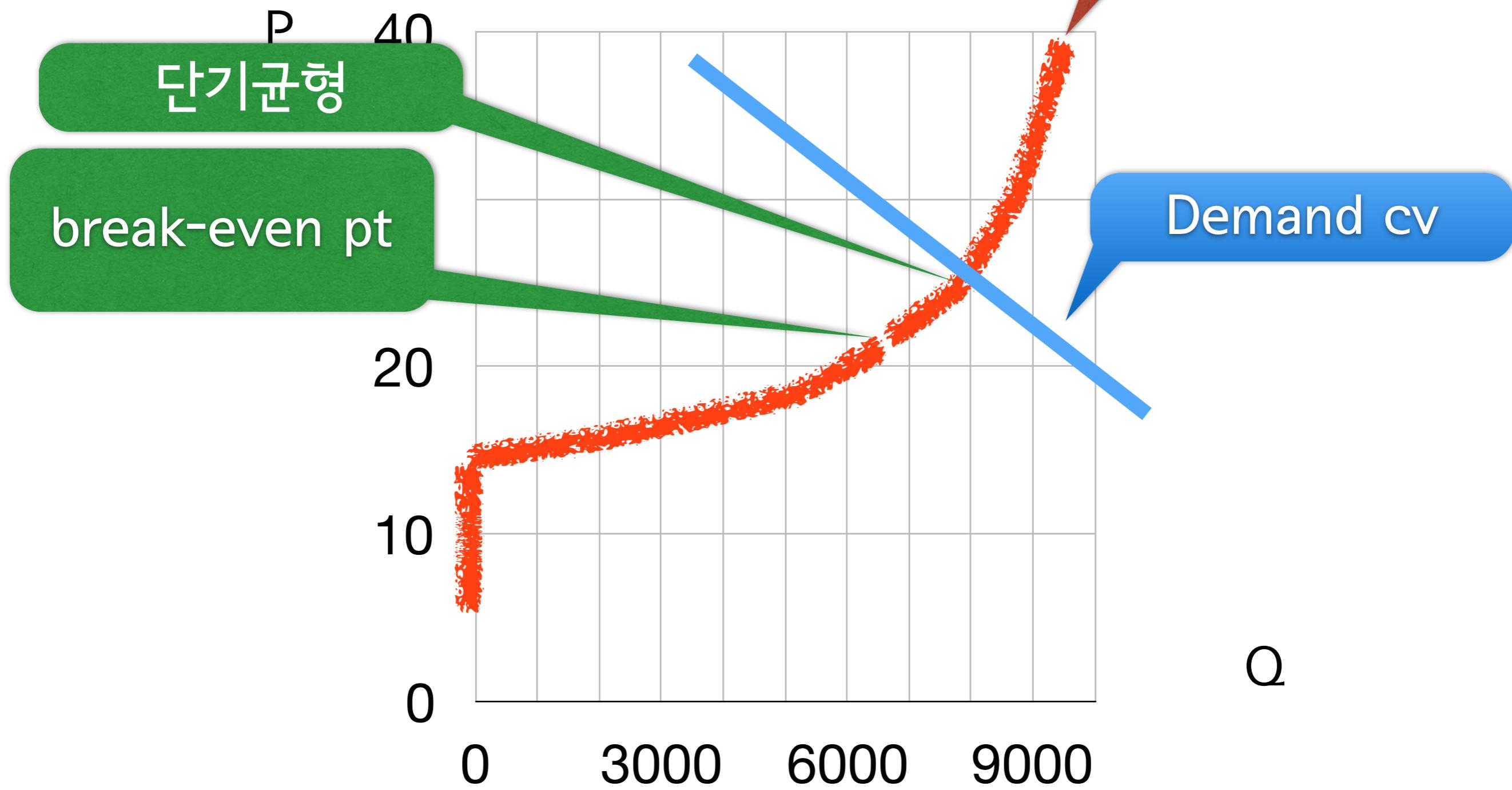
# 단기산업공급곡선 SR Industry Supply Curve



# 단기산업공급곡선 SR Industry Supply Curve



# 단기산업공급곡선 SR Industry Supply Curve



# 단기산업공급곡선 SR Industry Supply Curve

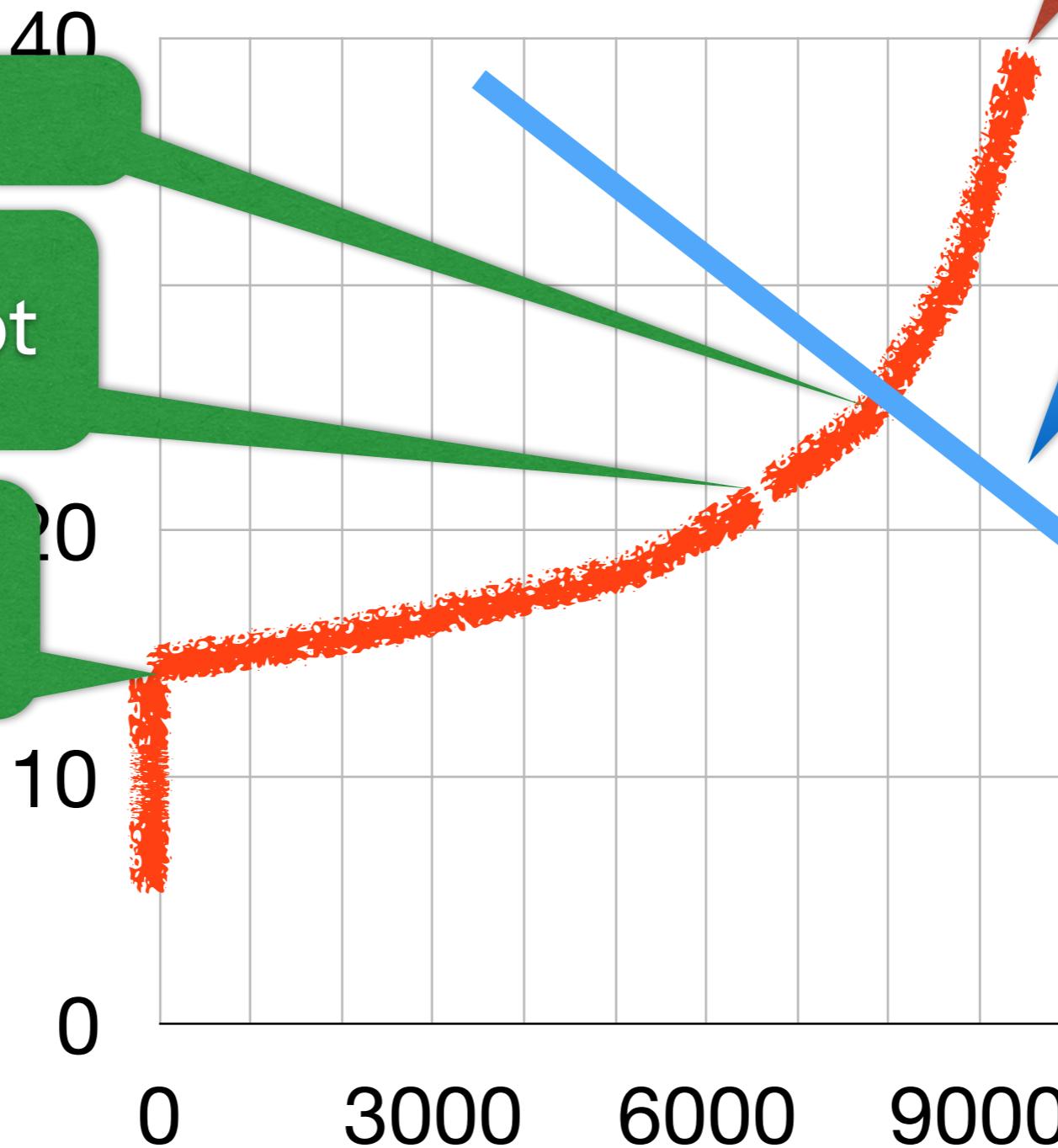
P  
단기균형

break-even pt

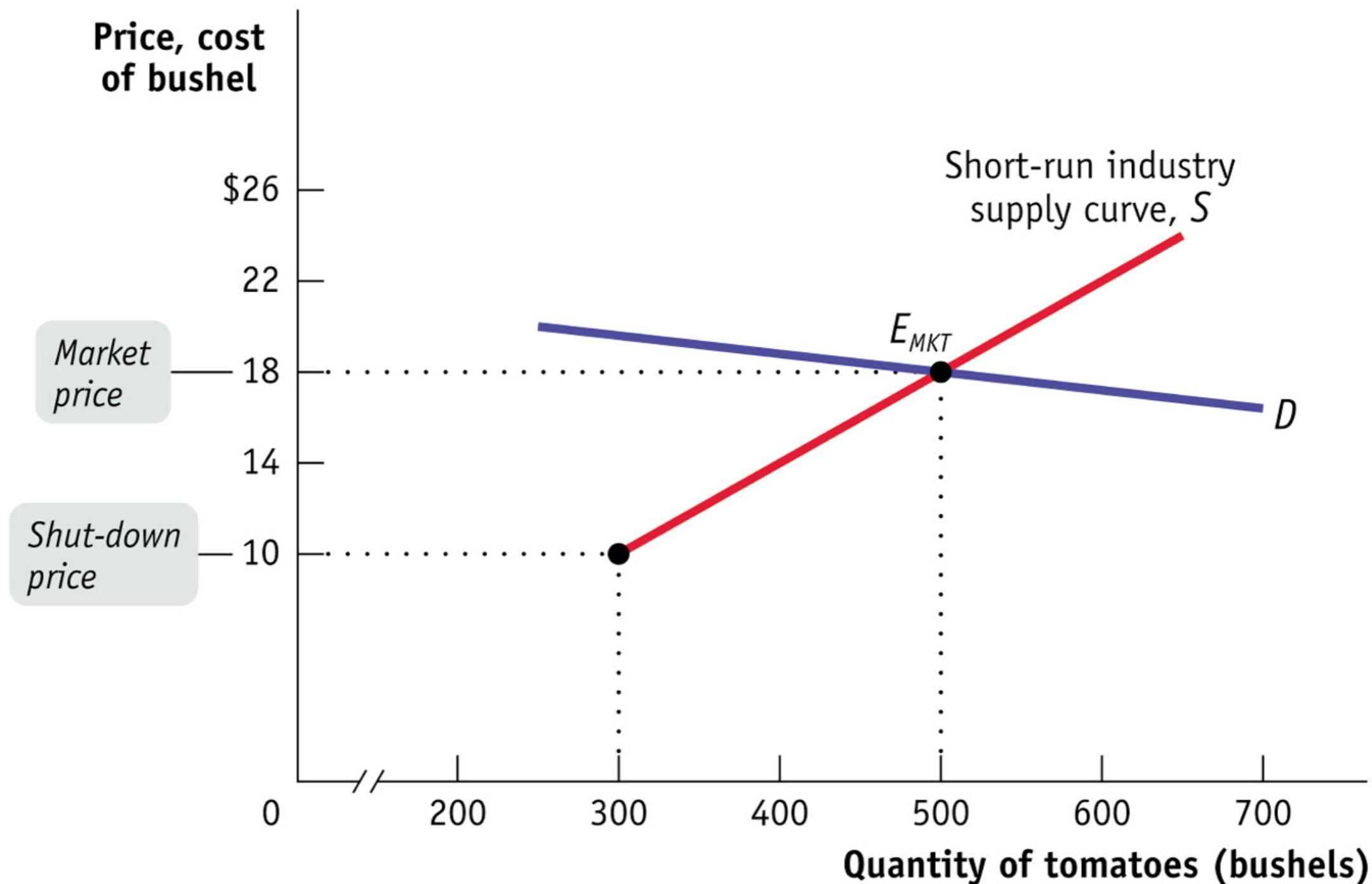
shutdown pt

Supply cv

Demand cv



# General Case



# 장기 산업공급곡선 LR Industry Supply Cv

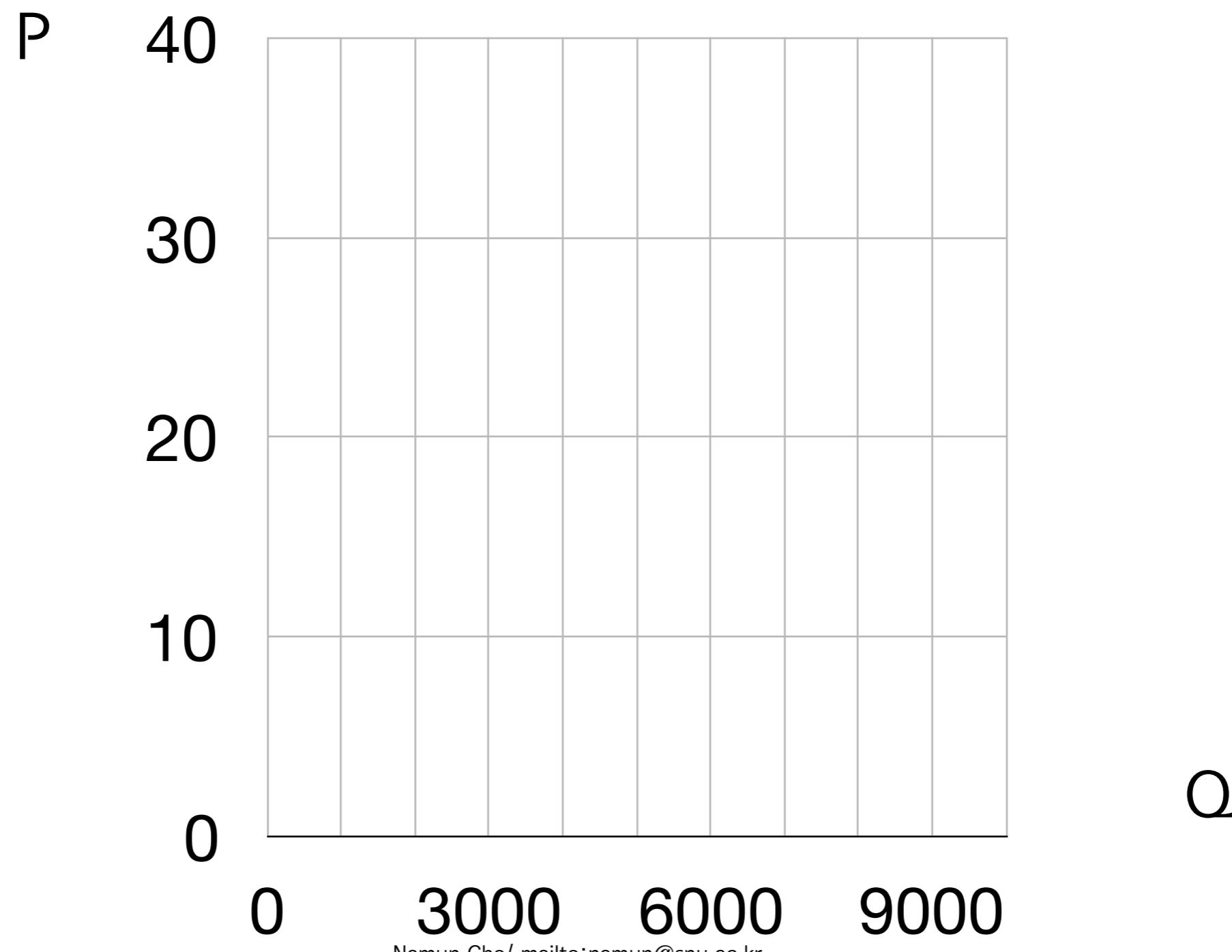
- 시장에서의 진입 탈퇴가 자유로움
- 즉, 장기에는 생산자의 수가 유동적임

# 시장 진입 기준

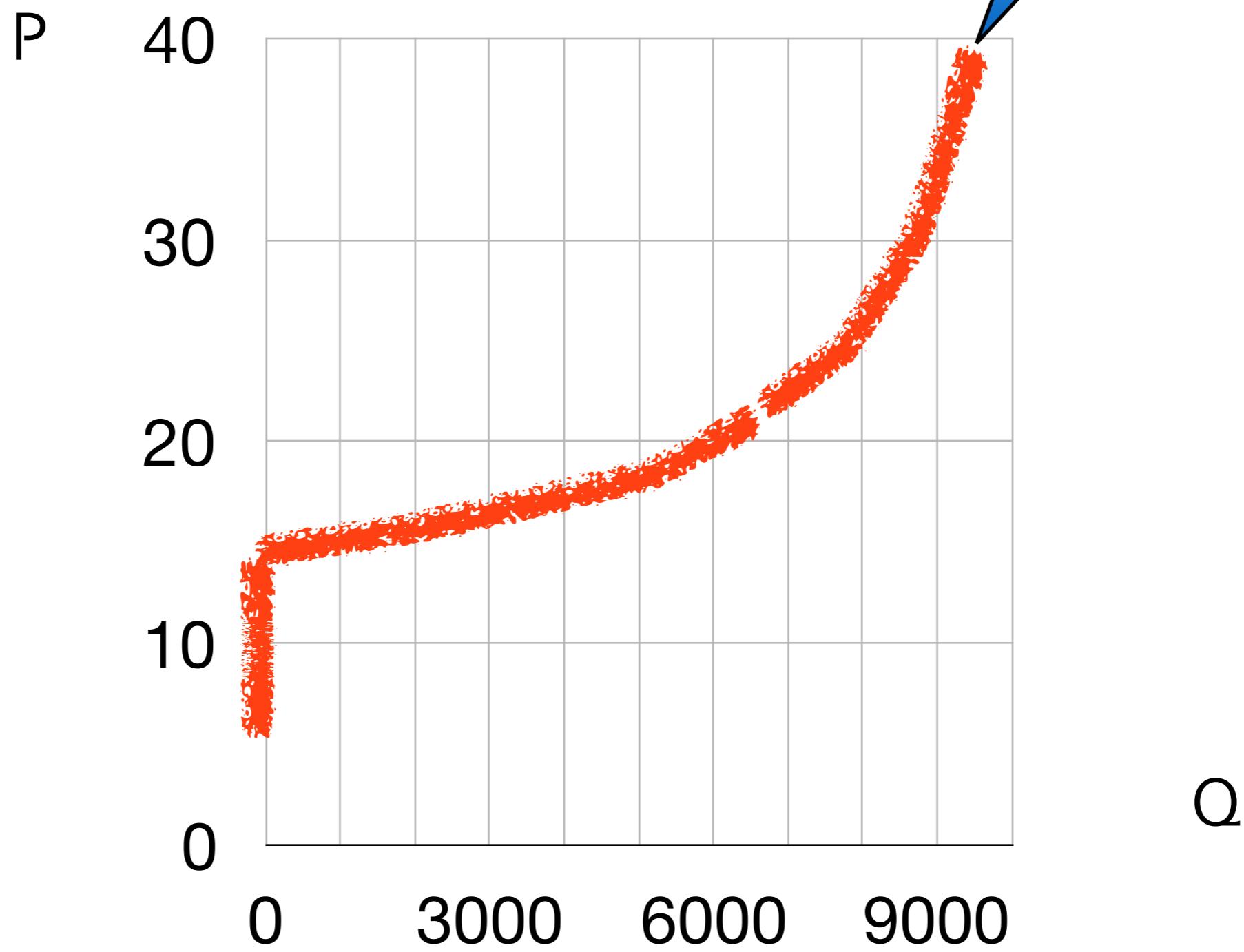
- $\min. AC < MR = P$ : 초과이윤획득: 시장진입: 공급자 증가: 공급곡선 우측이동
- $\min. AC > MR = P$ : 손실발생: 시장탈퇴: 공급자 감소: 공급곡선 좌측이동

# 장기산업공급곡선 LR Industry Supply Curve

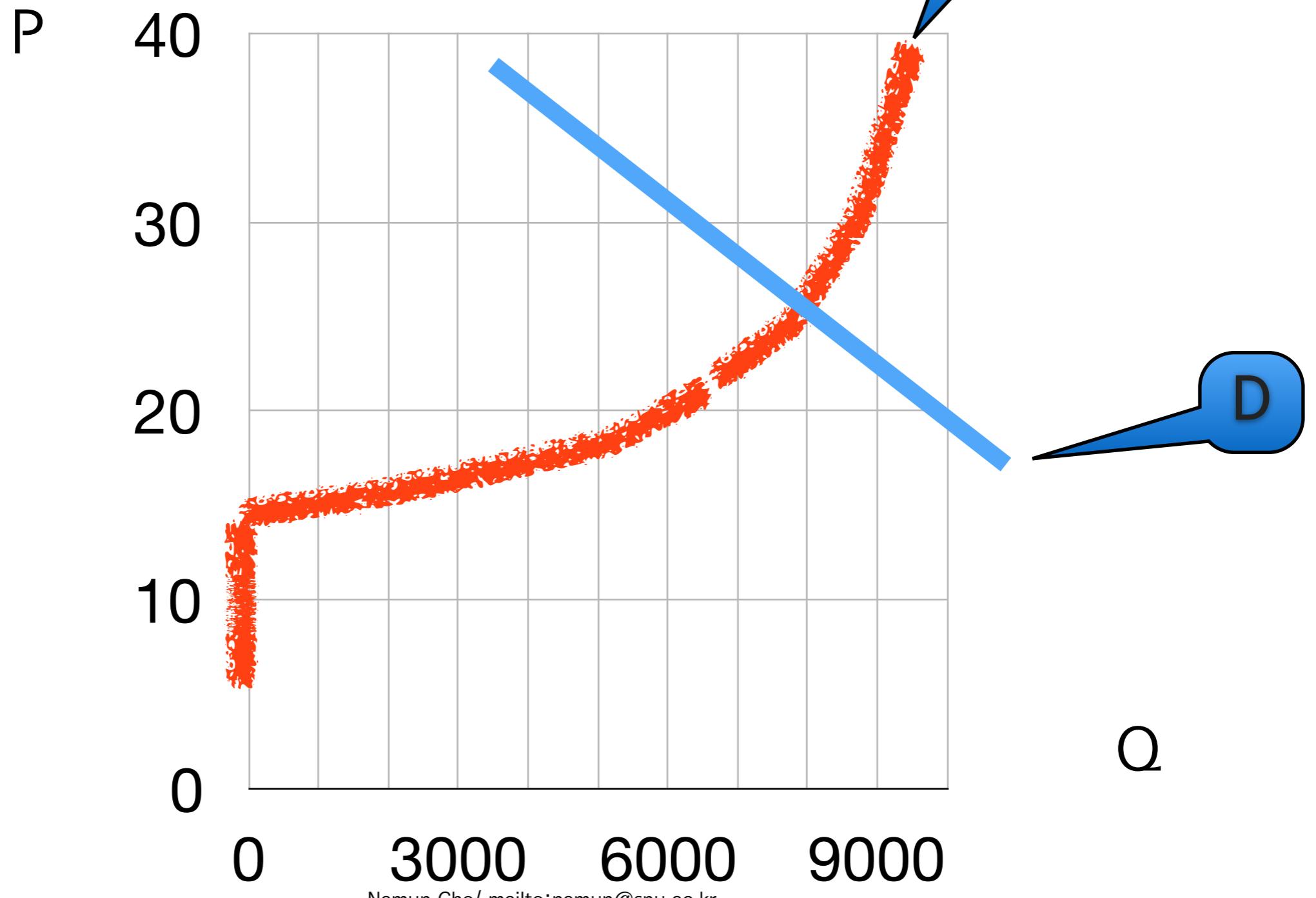
# 장기산업공급곡선 LR Industry Supply Curve



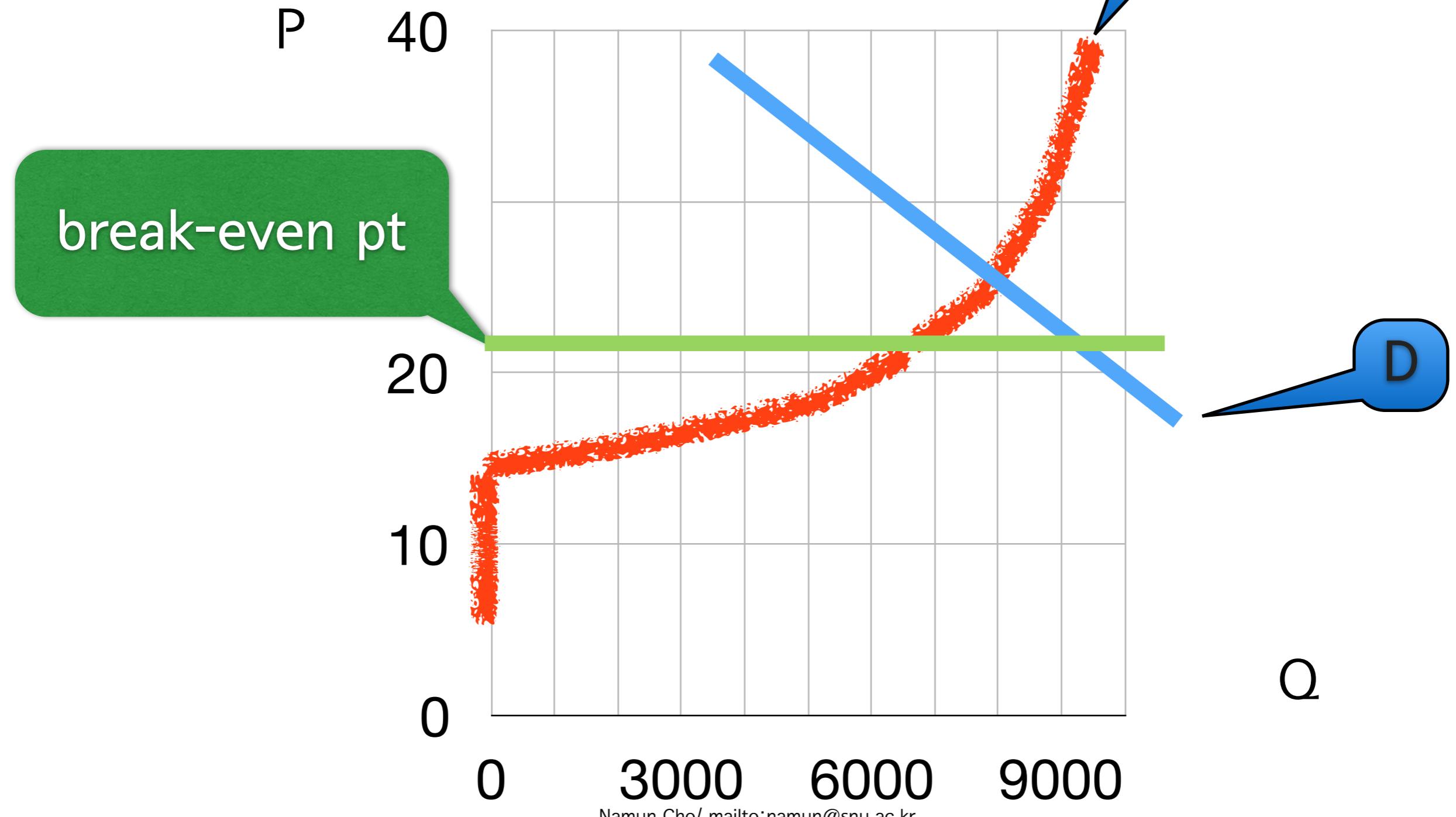
# 장기산업공급곡선 LR Industry Supply Curve



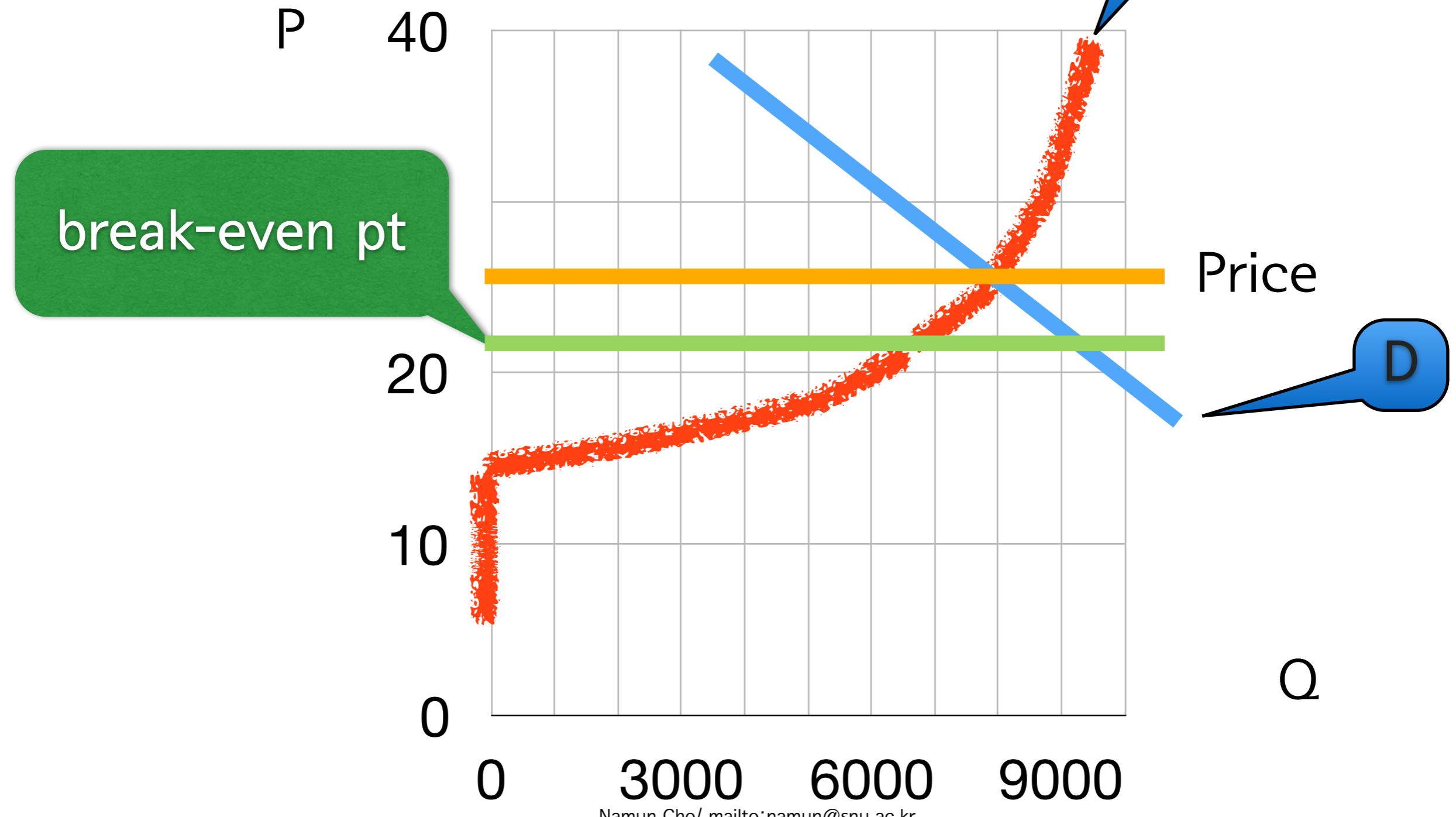
# 장기산업공급곡선 LR Industry Supply Curve



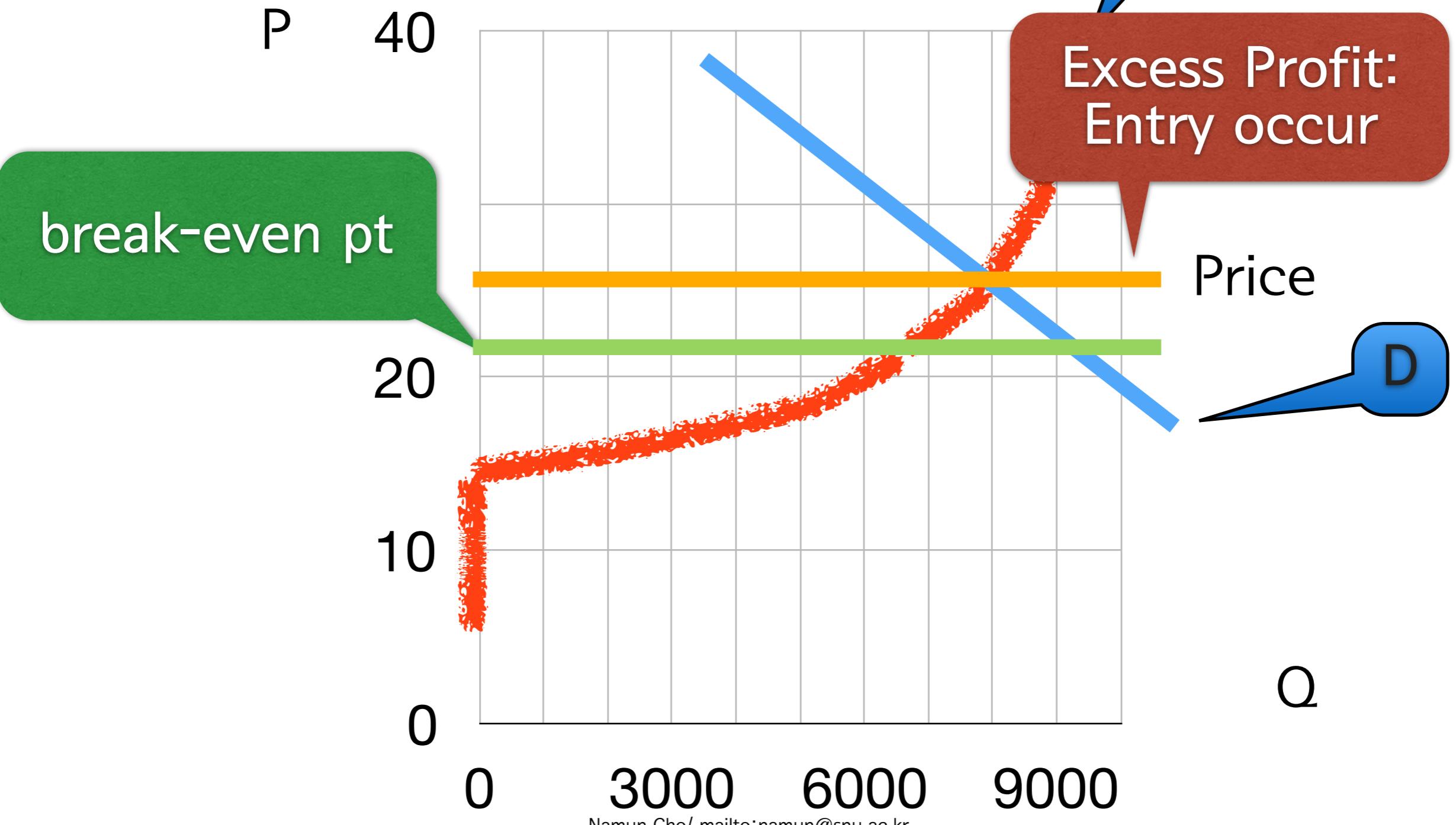
# 장기산업공급곡선 LR Industry Supply Curve



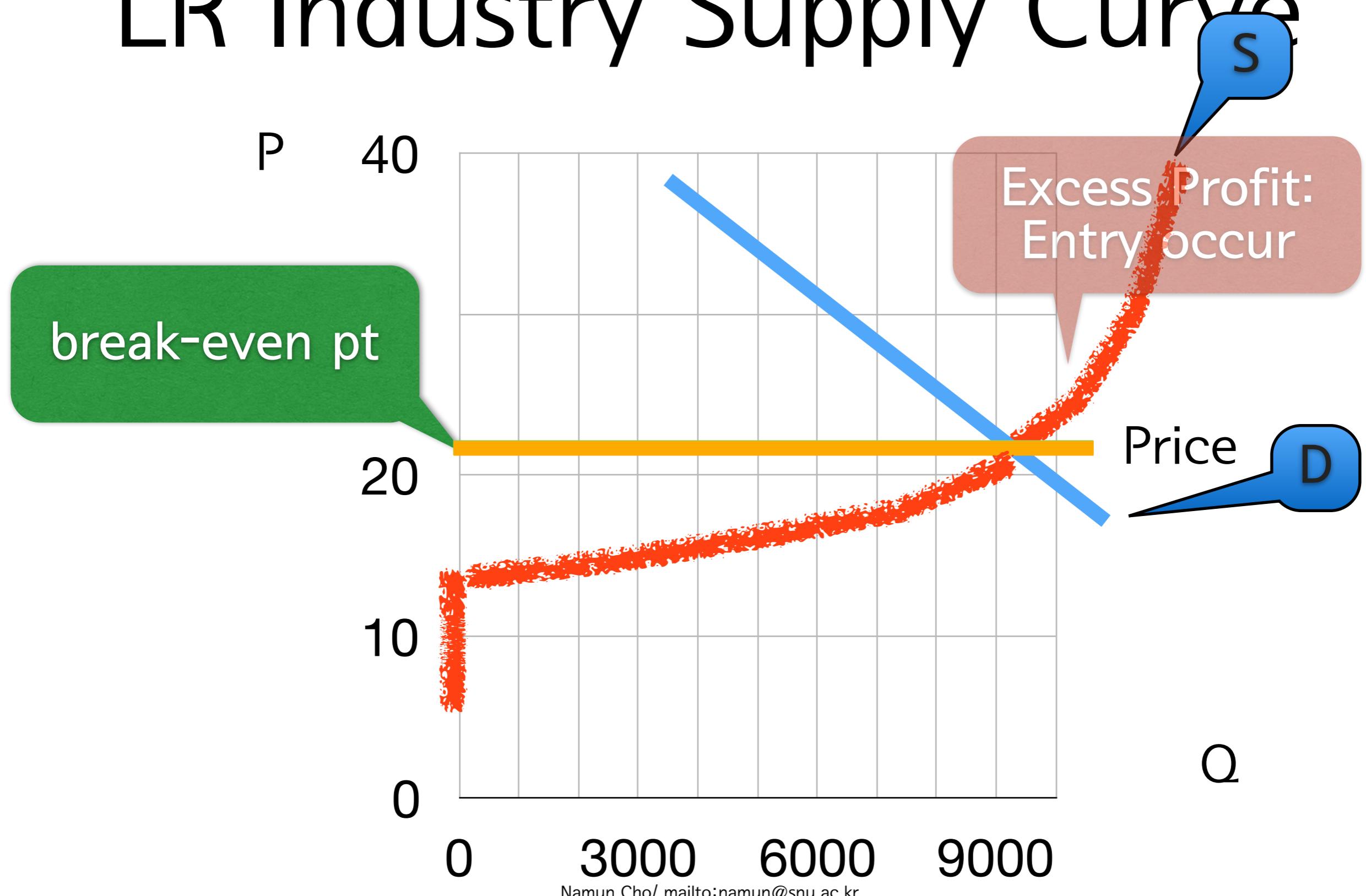
# 장기산업공급곡선 LR Industry Supply Curve



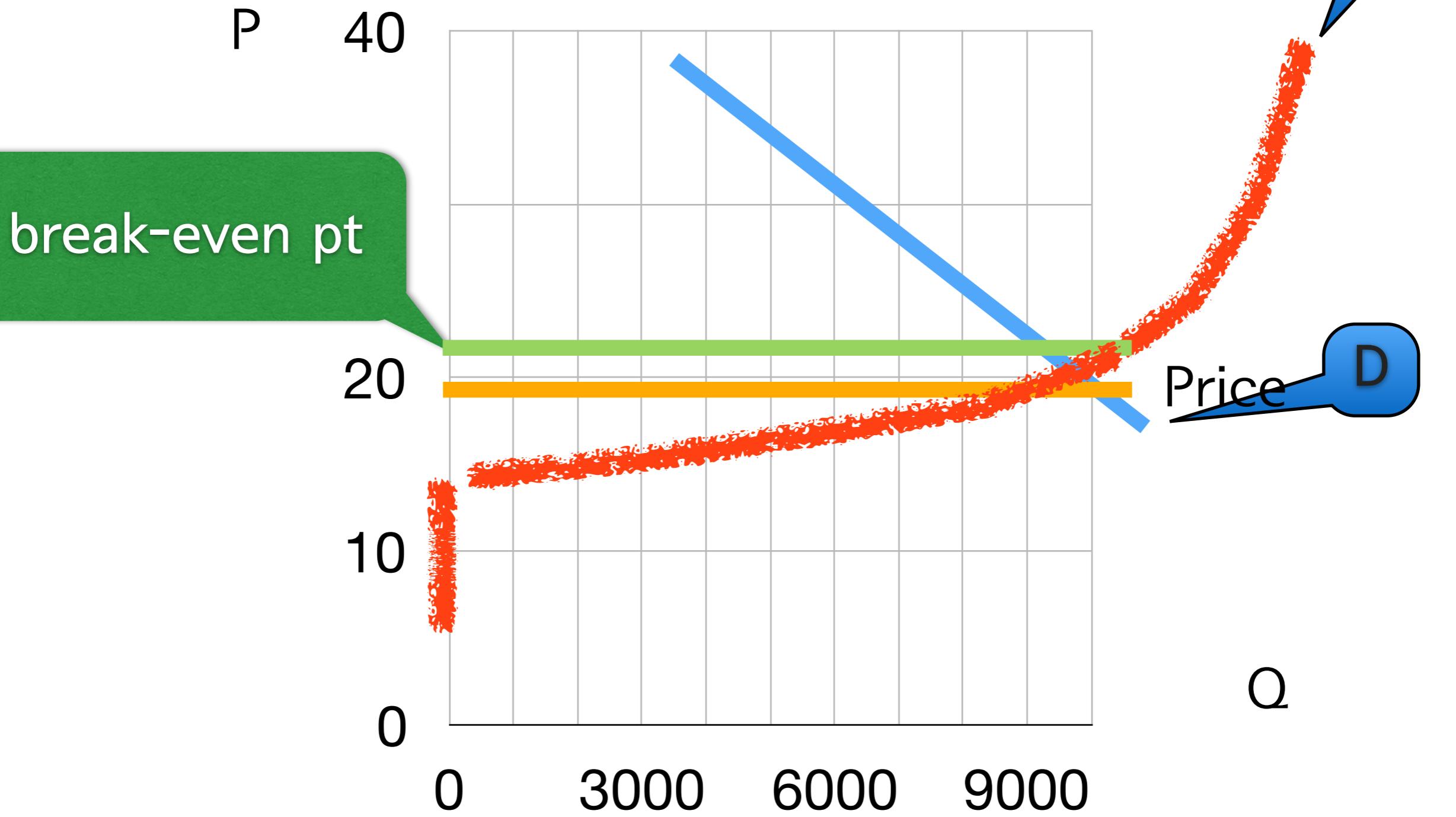
# 장기산업공급곡선 LR Industry Supply Curve



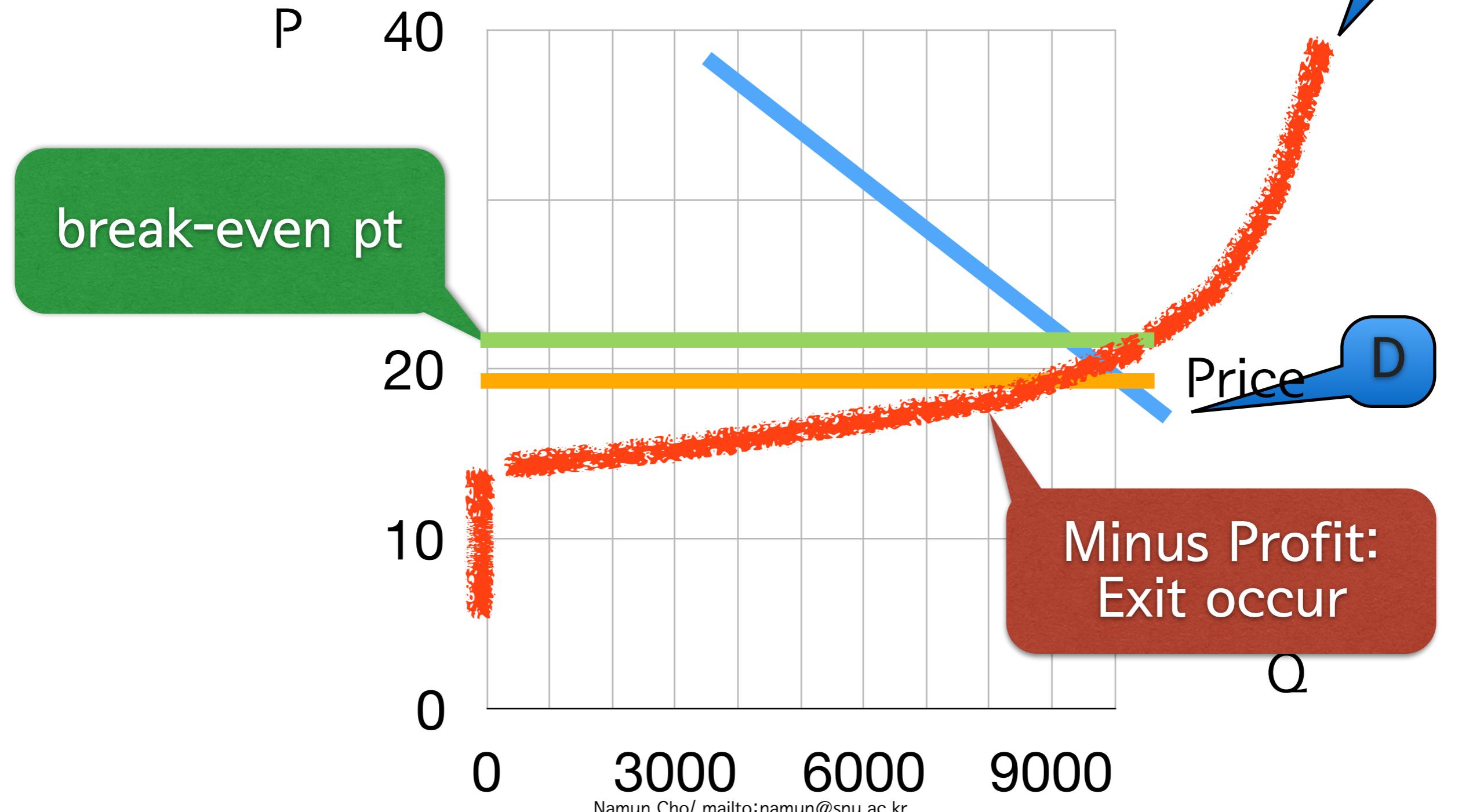
# 장기산업공급곡선 LR Industry Supply Curve



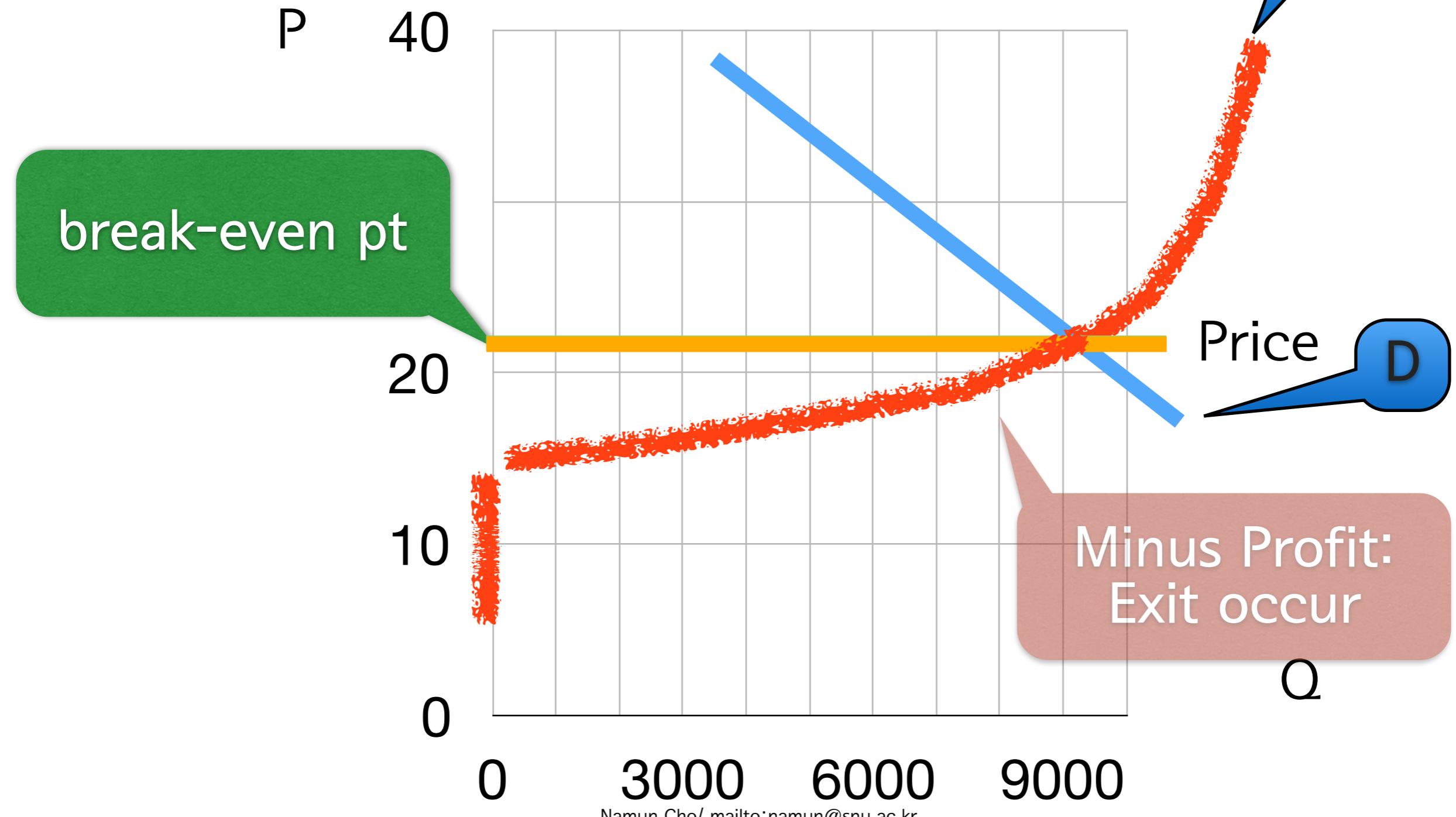
# 장기산업공급곡선 LR Industry Supply Curve



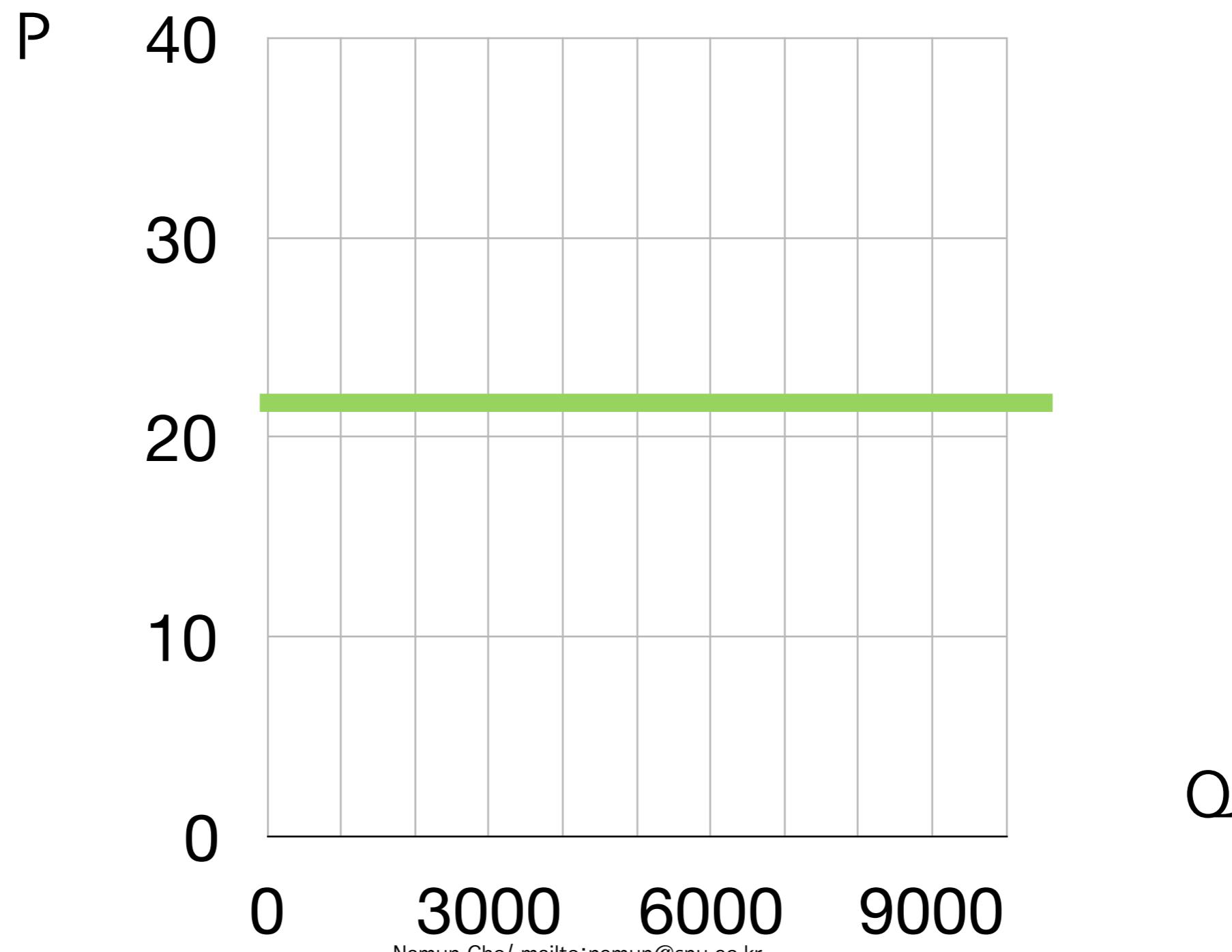
# 장기산업공급곡선 LR Industry Supply Curve



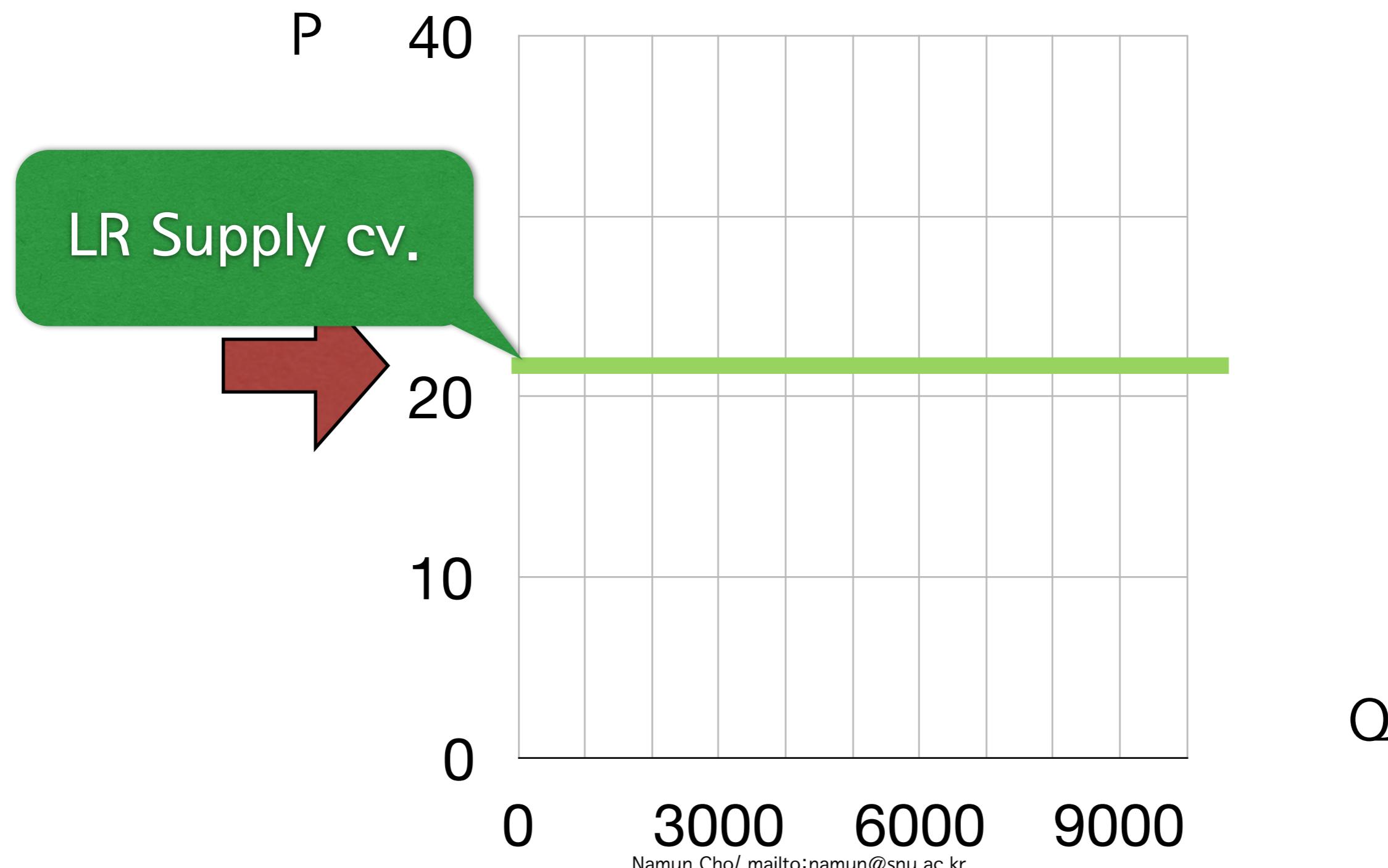
# 장기산업공급곡선 LR Industry Supply Curve



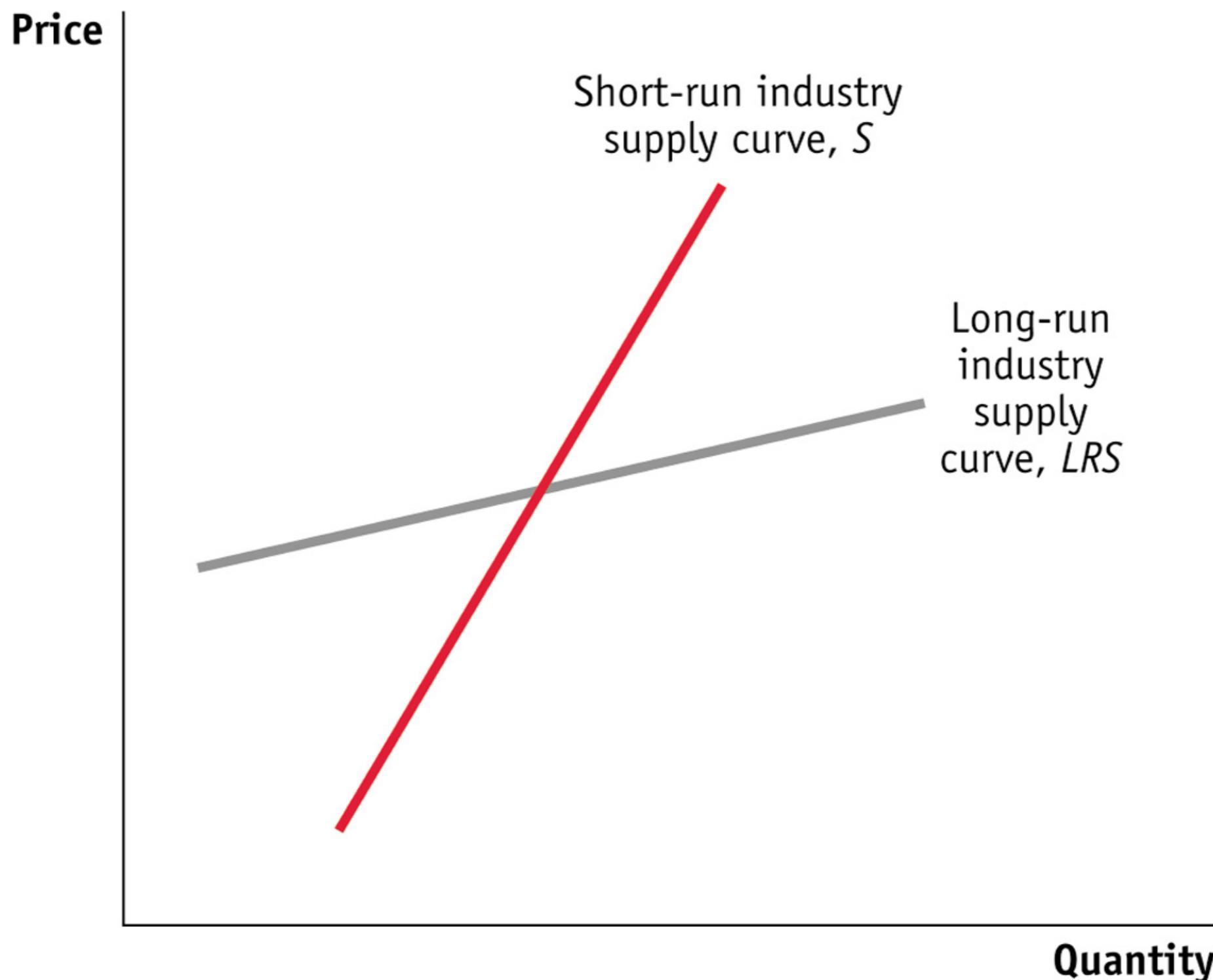
# 장기산업공급곡선 LR Industry Supply Curve



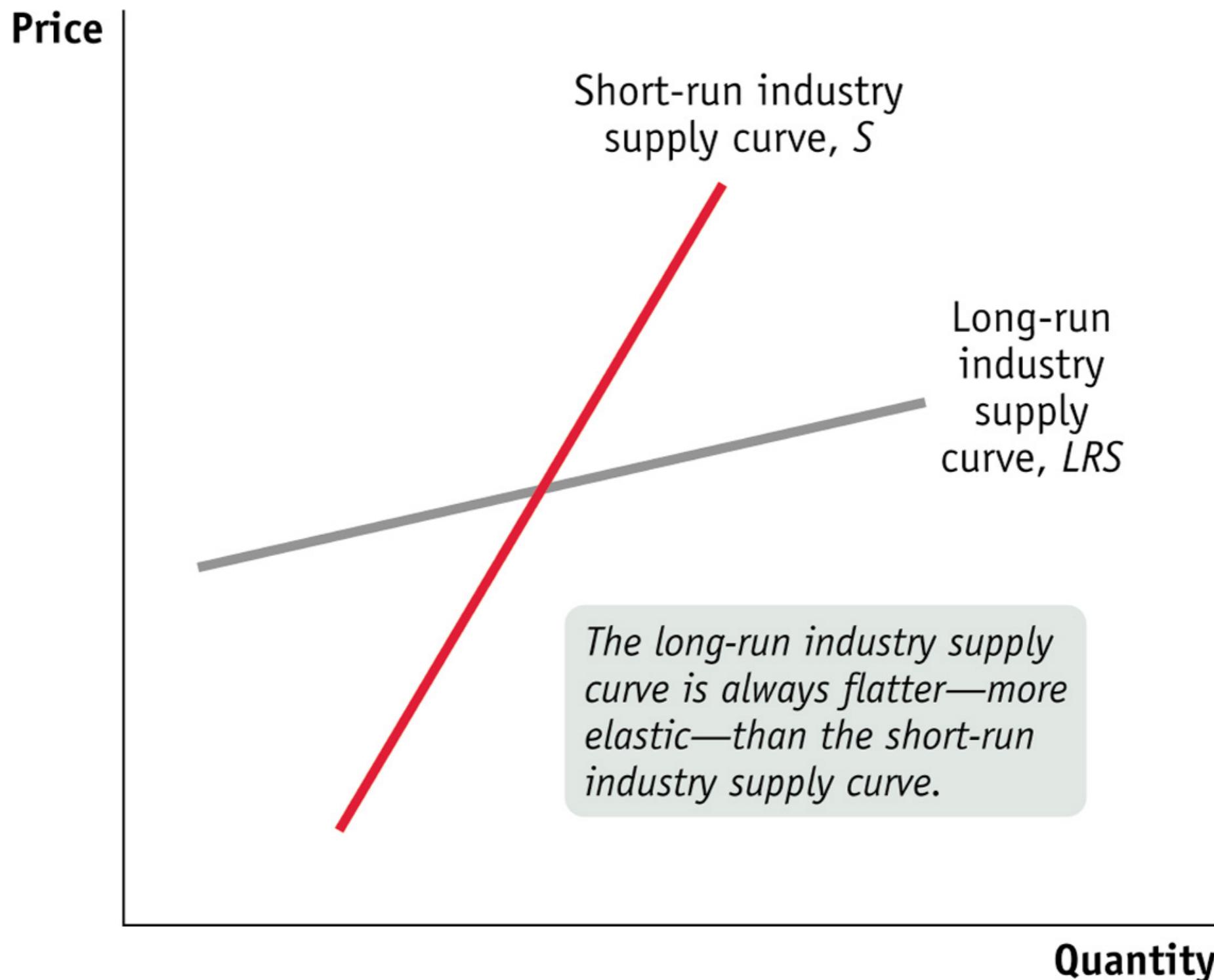
# 장기산업공급곡선 LR Industry Supply Curve



# Practical Case



# Practical Case



# LR Equilibrium in Perfect Competitive Market: Summary&Implications

- 모든 기업의  $MR = P$  이다. ( $\Leftarrow$ 완전경쟁시장 조건2)
- 장기균형에서는 모든 기업의 이윤이 0이다. ( $\Leftarrow$  완전경쟁시장 조건4)
- 완전경쟁시장의 장기균형은 파레토 효율적이다:  
 $P=MC$ (=기업의 최저 공급가격)이기 때문
  - 사회적 잉여를 극대화하는 배분을 의미

# Next Topic

- 소비자이론(I)

# 수고하셨습니다!

캠릿 브리 대학의 연결구과에 따르면, 한 단어 안에서 글자가 어떤 순서로 배되어 있는가 하다는 것은 중요하지 않고, 첫째번과 마지막 글자가 올바른 위치에 있는지가 중요하다고 한다. 나머지 글들자는 완전히 엉진망창의 순서로 되어 있더라도 당신은 아무 문제없이 이것을 읽을 수 있다