

Analyzing Regulatory Mechanisms in the Context of Neuroplastic Changes in Major Depressive Disorder

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Abstract²:LWKDFRQWLQXRXVO\LQFUHDVQLQJVSHHG RILQIRUPDWLRQ H[FKDQJH RQ WKH :RUOG :LGH :HE UHWDLOHUV LQ WKH (&RPPHUFH VHFWRUDUHIDFHGZLWKLPPHQVHSRVVLELOLWLHVUHQ DUGLQJGLIHHUHQWRQOLQH SXUFKDVHSURFHVHVVHVNHG\QDPLFSULFHVHWWLQJLV %\XVHRI\QDPLF 3ULFLQJUHWDLOHUVDUHDEOHWRVHVWKRUVWLPHSU LFHFQDQJHVLQRUGHUWR RSWLPL]H SURGXFHU VXUSOXV 7KH HPSLULFDO UHVHDFK LOOXVWUDWHV WKH EDVLFVRI \QDPLF3ULFLQJJDQGLGHQWLILHVV[LQIOXHQFLQJIDFW RUV RI \QDPLF 3ULFLQJ 7KH UHVXOWV RI D VWUXFWXUDO HTXDWRQ PRGHOLQJ DSSURDFKVRZILYHPDLQGULYHUVLQFUHDVQLQJWKHSR WHQWLDORIG\QDPLF SULFH VHWLQJLV LQ WKH (&RPPHUFH ,QIOXHQFLQJ IDFWRUV DUH WKH NQRZOHGJHRIFXVWRPHUV\QGLYLGLXDOZLOOLQJQHVV WRSU\LVLQJVDQVH WKHSRVVLELOLW\RIFXVWRPL]DWLRQWKHGDWDYROXP HDQGWKHLQIRUPDWLRQ DERXWFRPSHWLWRUV\QDPLF3ULFLQJVVWUDWHJ\

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H5: The potentials of Dynamic Pricing are interrelated with the volume of data.

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H1: The knowledge of customers' individual willingness to pay positively influences the potentials of Dynamic Pricing.

H2: Dynamic Pricing leads to savings.

H4: Dynamic Pricing facilitates the determination of customized prices.

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