

# Further Reading

Bichler, M., Knörr, J., & Maldonado, F. (2023). Pricing in nonconvex markets: How to price electricity in the presence of demand response. *Information Systems Research*, 34(2), 652-675.

<https://pubsonline.informs.org/doi/abs/10.1287/isre.2022.1139>

Chen, L. (2019). Retailers' differentiation strategy and pricing in the rental market of digital content: A case of E-textbooks. *Journal of theoretical and applied electronic commerce research*, 14(3), 61-75.

<https://www.mdpi.com/0718-1876/14/3/22>

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