

Surge Time The Marketplace Ride The Wave Of Consumer Demand And Become Your Industrys Big Kahuna

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One of the central issues is the surge pricing enabled by ride-sourcing apps, which is essentially a dynamic pricing scheme that adjusts trip fare in real time. Based on the market condition of a geographic area, the base trip fare is adjusted by a multiplier automatically generated from the platform's algorithm.

Surge pricing and labor supply in the ride-sourcing market ...

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Marketplace health means keeping the network balanced, so riders and drivers can depend on it for mobility and work. New product pilots Uber pilots new products and features with groups of users before they're widely released to ensure the changes serve riders and drivers.

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