②国o支東華大學 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	平台經濟學			學年/學期 Academic Year/Semester		108/2		
課程名稱(英文) Course Name in English	Platforms Economics							
科目代碼 Course Code	EC76350	系級 Department 博士 & Year		開課單位 Course-Offering Department	Course-Offering			
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0				
授課教師 Instructor	/林燕淑							
先修課程 Prerequisite								
課程描述 Course Description								
Digital platforms are becoming increasingly important. Two-sided markets extend traditional consumption mode in many domains today. Examples include short-term accommodation sharing, delivery services, resale- and auction platforms, as well as ride-sharing markets. Importantly, the platform principle bears several particularities that will be examined in this course. Central to the design and operation of digital platforms is the existence of network effects. Two-sided markets include different user types and motives, which will be discussed as well. The aim of the course is to introduce students to the new information economy and the economics of network industries. Students are expected to gain insight into how the specific features of platforms affect the market structure, firms' strategies, and business models, as well as public policy in network industries. At the end of the course, students should be able to use methods and models of microeconomics and industrial organization to understand and analyze the competitive dynamics in network industries. The course's objective is to convey a basic understanding of digital platforms and platform business models. The course will cover the following subjects: 1. Introduction to platform economics 2. Multi- homing and single-homing 3. Pricing and price strategy in platforms 4. Consumer' s privacy 5. Advertisement on platforms 6. The sharing economy 7. User motives and user types 8. The economics of multi-sided marketsand so on.								
	課	程目標 Cour	se Object	tives				

數位平台變得越來越重要,雙邊市場已經在許多領域擴展了傳統的消費方式。例如,短期住宿共享,送貨服務,轉售 和拍賣平台以及乘車共享市場。平台具有一些特殊性,本課程將探討這些特性。網絡效應的存在是數位平台經濟的核 心,藉由平台達到交易目的雙方會因不同的類型有不同的動機,以及藉助平台達到交易的方式也不同,這些類型與動 機也將在本課程中探討。本課程目的是希望學生可藉由此學門了解 "網路資訊"在經濟活動中扮演的角色,了解平台 的出現如何影響市場結構、廠商定價策略、經濟運作模式、以及政府政策。並能藉由文獻培養學生思考及尋找雙邊市 場及平台相關問題、設計模型及解答問題的能力。

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	系專業能力 Basic Learning Outcomes	課程目標與系專業能 力相關性 Correlation between Course Objectives and Dept.'s Education Objectives				
A Mathe theor	分析能力:通曉經濟學的高階理論技巧,應用數學與賽局解決經濟議題的能力。 ematical analysis skills: Mastering in advanced application of mathematical ries and game theory in analyzing economic issues.	•				
B 分析 econd	經濟分析能力:通曉經濟學的高階實證技巧,善用資訊科技進行資訊蒐集、資料統計與計量 。Empirical analysis skills: Mastering in advanced application of statistics and metrics in data collection and examination					
	經濟之闡釋能力:通曉高階個體經濟學相關的理論與應用。Microeconomic perspective: ough understanding of advanced microeconomic theories and relevant application	•				
	經濟之闡釋能力:通曉高階總體經濟學相關的理論與應用。Macroeconomic perspective: ough understanding of advanced macroeconomic theories and relevant application					
樂活角 E Capab	能力:具備適應現代社會的高階學養以及就業能力。Employment opportunities: pilities of advanced working on important policy and decision challenges in mess and government	•				
溝通 F Havir	溝通表達能力:思路清晰,有能力與人溝通並撰寫高階專業研究報告。Communication skills:					
圖示說明I	llustration :● 高度相關 Highly correlated ○中度相關 Moderately	correlated				
	授課進度表 Teaching Schedule & Content					
週次Week	內容 Subject/Topics	備註Remarks				
1	introduction: to know you and me, to know what we are going to learn this semester, to know the Grading & Assessments					
2	1. Hagiu, A., H. Halaburda (2014), "Information and Two-Sided Platform Profits," International Journal of Industrial Organization, 34, 25-35					
3	2. Kind, H. J., M. Koethenbuerger, G. Schjelderup (2009), "On Revenue and Welfare Dominance of Ad Valorem Taxes in the Two-Sided Markets," Economics Letters, 104, 86-88.					
4	3. Economides, N., J. Tag (2012), "Network Neutrality on the Internet: A Two-Sided Market Analysis," Information Economics and Policy, 24, 91-104.					
5	4. Reisinger, M. (2014), "Two-Part Tariff Competition between Two-Sided Platforms," European Economic Review, 68, 168-180.					
6	5.Armstrong, M. (2006), "Competition in Two-Sided Markets,"RAND Journal of Economics, 37, 668-691.					
7	6. Belleflamme, P., M. Petiz (2019), "Platform Competition: Who Benefits from Multihoming," International Journal of Industrial Organization, 64, 1-26.					
8	BREAK Presenting your term paper idea (1) and Comment each other					
9	7. Chen, K. P., Y. C. Huang (2012), "A Search-Matching Model of the Buyer-Seller Platforms," CESifo Economic Studies, 58, 626- 649.					
10	8. Amelio, A., B. Jullien (2012), "Tying and Freebies in Two- Sided Markets," International Journal of Industrial Organization, 30, 436-446.					
11	9. Choi, J. P. (2010), "Tying in Two-Sided Markets with Multihoming," The Journal of Industrial Economics, 58, 607-626.					
12	Presenting your term paper idea (2) and Comment each other					

13	10. Kung, L. C., G. Y. Zhong, (2017), "The Optimal Pricing Strategy for Two-Sided Platform Delivery in the Sharing Economy," Transportation Research Part E: Logistics and Transportation Review, 101, 1-12.						
11. Rochet, J-C., J. Tirole (2003), "Platform Competition in Two-Sided Markets," Journal of European Economic Association, 1, 990-1029.							
12.Choi, J. P., Y. Zennyo (2019), "Platform Market15Competition with Endogenous Side Decisions," Journal of Economics and Management Strategy, 28, 73-88.							
16	16 Presenting your term paper and Comment each other						
17	Term Paper Discussion and Comment each other						
18	Term Paper Discussion and Comment each other						
	教 學 策 略 Teaching Strategies						
	授 Lecture						
	教學創新自評 Teaching Self-Evaluation						
創新教學(Innovative Teaching)						
✔ 問題導	向學習(PBL)						
翻轉教	室 Flipped Classroom						
社會責任(Social Responsibility)						
□ 在地實踐Community Practice □ 産學合作 Industy-Academia Cooperation							
 跨域合作(Transdisciplinary Projects)							
□跨界教學Transdisciplinary Teaching □跨院系教學Inter-collegiate Teaching							
	授 Courses Co-taught with Industry Practitioners						
其它 othe	er:						

	學期成績計算	算及多元	.評量方:	弋 Gradi	ng & As	sessmen	its			
配分項目	配分比例 Percentage		多元評量方式 Assessments							
Items		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他	
平時成績 General Performance	15%		~	~					show up	
期中考成績 Midterm Exam	10%		~	~	~	~			term paper idea presentation	
期末考成績 Final Exam	20%		~	~	~	~			term paper presentation	
作業成績 Homework and/or Assignments	30%		~	~		~			20% PPT, 10% presentation	
其他 Miscellaneous (ask questions and discussion in class)	25%		~	~		~			10% join discussion, 15% Advanced discussion	
The heaviest part is hand- (100); before Sunday night (50); before Tuesday noon The easiest part to earn i more than 3 times (100); 2 15% Advanced discussion me question. Textbook & Ot journal paper related to p	t gets a three gets a quarte s TO OPEN you times(75); o eans that to a 教科書與參考 her References	e 20% quarte r score r month nce(50) sk good 書目(言 s (Titl	-Circul ers scor (25). in cla questi 書名、作	ate PPT e(75); ss 10% ons or 者、書/	before before join di to have 局、代理	Saturd Monday scussio a brig .商、說明	ay nigh night g nJoi ht answ 月)	ets a h n the d er to s	alf score iscussion omeone's	
		s Websi nal webs	ite(Incl site car	uding c n be lis	online t sted her	ceaching ce.)				
	其他補	充說明	(Suppler	nental	instruc	tions)				