## ② 國立東華大學 教學計劃表 Syllabus

	名稱(中文) me in Chinese	產業與貿易			學年/學期 Academic Year/Ser	nester	109/1
	名稱(英文) me in English	Industrial Org	ganization and	l Trade Th	leory		
	目代碼 cse Code	APRSD0500	系級 Department & Year	博士	開課單位 Course-Offering Department	亞太	區域研究博士班
	修別 Type	選修 Elective	學分數/時 Credit(s)/Hou		3	.0/3.0	
	課教師 tructor	/林燕淑					
	修課程 equisite						
		課	程描述 Cours	e Descript	tion		
organizatio Export or d welfare, th	on theory. Why de lirect investmen	o we impose tan t for a multina de liberalizat:	riffs on impon ational firm,	rted produ the impac	de issues by integ acts? Why do manufa et of economic inte and the impact of	acturers egration	outsource? on social
					l, coupled with the etter judgment on p		
-	ng to discuss the find out the so		nods in class,	think ab	oout the logic of	the prob	lem, and set
I hope to t futher rese		ho are interes	ted in doing 1	research.	Students can apply	y this sl	till for
		課	程目標 Cour	se Objecti	ives		
trade theor time, but t structure of development students ca apply what regional ec The most im	ment of interna by has developed the assumption o commonly used in to of industry. We an learn the role they have learn- conomics, and fin aportant thing is els, answer ques	for a long f perfect compo- trade theory n ith incomplete e of "strategy" ed to fields su nd out solution s to cultivate	needs to be re competition a ' in trade the uch as environ ns in the age stud ents' ab	evised due and inform eory and p mmental ec of digita pility to	e to the nation, policy, and conomics, ul economy.		
圖示說明[]	lustration :	● 高度相關 Hi	ghly correla	ated ○♥	度相關 Moderatel	y corre	lated
		授課進	度表 Teaching	g Schedule	e & Content		
週次Week		內容	Subject/Topi	cs			備註Remarks
1	Introduction: Mathematics, Mi		Industrial Or	ganizatior	1.	must u	nderstand
2	Export Trade Po Bernhofen, 1997 Industry, Revi Brander and Spe Market Share Ri	7, Strategic Tr ew of Internat encer, 1985, Ex	ional Economi port Subsidie	cs s and Inte	ernational	Courno	t
3	10/2 Full Moon	Festival-holid	ay				

4	10/9 Nation Birthday-holiday	
5	Licensing Wang, 1998, Fee versus royalty licensing in a Cournot duopoly model, Economics Letters, 60, 55-62 Wang, X.W. 2002, Fee versus royalty licensing in a differentiated Cournot duopoly, Journal of Economics & Business, 54, 253-266. Martin and Saracho, 2016, "Patent Strength and Optimal two-part tariff licensing with a potential rival incorporating ad valorem royalty, Economics Letters 143, 28-31	presentation 1
6	Vertical Product Differentiation: Choi C.J. and Shin H.S. (1992) "A Comment on a model of vertical product differentiation, "Journal of Industrial Economics, 229-231. Ikeda, T. and T.Toshimitsu (2010) "Third-degree price discrimination, quality choice, and welfare, "Economics Letters, 106,54-56.	presentation 2
7	Privatization Wang, Mukherjee, and Zeng, (2020) "Does technology licensing matter for privatization? Journal of Public Economic Theory, 1-19. Vertical integration and separation Pinopoulos, 2019, On the welfare effects of vertical integration: Opportunism vs. double marginalization, Economics Letters, 169-172 Pinopoulos, 2019, Upstream horizontal mergers involving a vertically integrated firm, Journal of Economics Milliou 2020, Vertical integration without intrafirm trade, Economics Letters.	presentation 3
8	Post-production Services FDI and Outsourcing in a Service Industry: The Welfare Effect of Liberalizing Trade and Investment (Lu, Te-Cheng, Yan-Shu Lin and Jin-Li Hu, 2014. Economic Record, Vol. 90, Supplement s1, pages 74 - 86). Ishikawa, J., Morita, H. and Mukunoki, H. (2010), "FDI in Post- production Services and Product Market Competition," Journal of International Economics 82, 73-84.	presentation 4
9	Aftermarket services Ishikawa, J., Morita, H. and Mukunoki, H. (2016), "Trade liberalization and aftermarket services for imports," Economic Theory 62, 719-764.	presentation 5
10	<pre>final term report- issue presentation CSR(Corporate Social Responsibility): Goering, G.E.(2014) "The profit-maximizing case for corporate social responsibility in a bilateral monopoly," Managerial and Decision Economics, 35, 493-499. Brand, B. and M. Grothe(2015) "Social Responsibility in a bilateral Monopoly, "Journal of Economics, 115, 275-289. Chang, Yang-Ming, Chen, Hung-Yi, Wang, L.F.S, and Wu, Shih-Jye (2014), "Corporate Social Responsibility and International Competition: A Welfare Analysis", Review of International Economics, Vol 22, 625 - 638. Goering, G.E.(2012) "Corporate social responsibility and marketing channel coordination," Research in Economics, 66, 142-148.</pre>	
11	Vertical licensing Vertical licensing, input pricing, and entry, Bakaouka and Millou, International Journal of Industrial Organization, 2018.	presentation 6
12	Parallel trade: Mukherjee, A. and L. Zhao (2012) "Profitable parallel trade in unionized markets," Journal of Economics, 107,267-276. Matteucci, G. and P. Reverberi (2014) "Parallel trade, product quality, and Welfare," Economics Letters, 122, 258-262.	presentation 7
13	final term report- problem shooting	

14	Cournot and Bertrand/Stackelberg leader-follower Singh and Vives (1984), Price and Quantity competition in a differentiated duopoly, Rand Journal of Economics 546-554. Mukherjee and Zhao (2017), Profit raising entry, Journal of Industrial Economics	presentation 8
15	Bargaining Basak, (2017), Cournot and Bertrand under centralized bargaining, Economics Letters 154, 124-127. Basak, and Mukherjee (2017), Price vs. quantity competition in a vertically related market revisited, Economics Letters 153, 12-14.	presentation 9
16	External reference pricing Geng and Saggi, 2017, International effects of national regulations: External reference pricing and price controls, Journal of International Economics Geng and Saggi, 2020, Optimal price regulations in international pharmaceutical markets with generic competition, Journal of Health Economics	presentation 1 0
17	Multi-product firm Kopel, Loffler, and Pfeiffer (2017) "Complementary monopolies and multi-product firms," Economics Letters, 28-30. Kopel, Loffler, and Pfeiffer (2016) Sourcing strategies of a multi- input-multi-product firm, Journal of Economic Behavior & Organization 127, 30-45	presentation 1 1
18	final term report presentation	
	教 學 策 略 Teaching Strategies	
✔ 課堂講	授 Lecture	Field Trip
其他Mi	scellaneous: <u>research learning</u>	
	教 學 創 新 自 評 Teaching Self-Evaluation	
創新教學(	Innovative Teaching)	
✔ 問題導	向學習(PBL) 團體合作學習(TBL) 解決導向學	摹習(SBL)
翻轉教	室 Flipped Classroom	
社會責任(	Social Responsibility)	
在地實	踐Community Practice                      產學合作 Industy-Academia Cooperat:	ion
跨域合作(	Transdisciplinary Projects)	
	學Transdisciplinary Teaching	y S
業師合	授 Courses Co-taught with Industry Practitioners	
其它 othe	r: 	

配分項目					名元評員	■方式 A	ssessme	nts	
Items	配分比例 Percentage	測驗 會考	實作 觀察	口頭 發表	<b>」</b> 専題 研究	創作 展演	志 宗 評量	證照 檢定	其他
平時成績 General Performance	13%		~	~					attendance
期中考成績 Midterm Exam	17%	~					~		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 (PPT presentation and discussion in class)	20%	~	~	~	~	~			10% join discussion, 10% Advanced discussion
	教科書與參考							s etc	``
Textbook & Ot Recent Journal Paper or Wo		5 (1101)	.,	51, 145	1151101,			13, CIC.	. )
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Recent Journal Paper or Wo Christopher Snyder and Wal edition, 2012. South-Weste Alpha C. Chiang and Kevin 2005. McGraw Hill. (CW) 課程 Teaching A E學院網站	orking Paper lter Nicholson ern. (SN) Wainwright, F 教材網址(含線. ids & Teacher'	, Micro undamen 上教學寳 s Websi	economi ital Met 資訊,教師 ite(Incl	c Theor hods of 师個人網 uding c	y: Basio Mathema 址請列位	c Princ atical 在於本校 eaching	iples an Economic 內之網址	nd Exte cs, 4th	nsions, 11th
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