



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	109/2	
課程名稱(英文) Course Name in English	Platform Economics				
科目代碼 Course Code	APRSD1000	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 markets...and so on.

課程目標 Course Objectives

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。

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 which will be examined in this course. Central to the design and operation of digital platforms is the existence of network effects. Two-sided markets includes 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 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.

圖示說明 Illustration : ● 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. Koethenbueger, 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.	
14	11. Rochet, J-C., J. Tirole (2003), "Platform Competition in Two-Sided Markets," Journal of European Economic Association, 1, 990-1029.	
15	12. Choi, J. P., Y. Zenny (2019), "Platform Market Competition with Endogenous Side Decisions," Journal of Economics and Management Strategy, 28, 73-88.	
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

- 課堂講授 Lecture 分組討論 Group Discussion 參觀實習 Field Trip
 其他 Miscellaneous:

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) 解決導向學習 (SBL)
 翻轉教室 Flipped Classroom 磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching 跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		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 and presentation
作業成績 Homework and/or Assignments	30%		✓	✓		✓			20% PPT, 10% presentation
其他 Miscellaneous (ask questions and discussion in class)	25%		✓	✓		✓			advanced discussion

評量方式補充說明

Grading & Assessments Supplemental instructions

Hand-in PPT in time 20%---Circulate PPT 36 hours before the class.
 The easiest part to earn is TO OPEN your month in class 25% to join the discussion.
 Advanced discussion means that to ask good questions or to have a bright answer to someone's question.

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

journal paper related to platform economics

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.
 Personal website can be listed here.)

其他補充說明 (Supplemental instructions)