

 **國立東華大學**
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	109/2
課程名稱(英文) Course Name in English	Platforms Economics				
科目代碼 Course Code	EC__D0110	系級 Department & Year	博士	開課單位 Course-Offering Department	經濟學系
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					
<p>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.</p> <p>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.</p>					
課程目標 Course Objectives					
<p>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.</p>					
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	數理分析能力：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Mathematical analysis skills: Mastering in advanced application of mathematical theories and game theory in analyzing economic issues	●
B	實證經濟分析能力：通曉經濟學的高階實證技巧，善用資訊科技進行資訊蒐集、資料統計與計量分析。Empirical analysis skills: Mastering in advanced application of statistics and econometrics in data collection and examination	
C	觀經濟之闡釋能力：通曉高階個體經濟學相關的理論與應用Microeconomic perspective: Thorough understanding of advanced microeconomic theories and relevant application	●
D	宏觀經濟之闡釋能力：通曉高階總體經濟學相關的理論與應用Macroeconomic perspective: Thorough understanding of advanced macroeconomic theories and relevant application	
E	樂活能力：具備適應現代社會的高階學養以及就業能力Employment opportunities: Capabilities of advanced working on important policy and decision challenges in business and government	●
F	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: Having a clear mind and profound ability in presenting advanced professional academic research	●

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. 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.	
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. Zenryo (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		
<input checked="" type="checkbox"/> 課堂講授 Lecture <input checked="" type="checkbox"/> 分組討論 Group Discussion <input checked="" type="checkbox"/> 參觀實習 Field Trip <input type="checkbox"/> 其他 Miscellaneous:		
教學創新自評 Teaching Self-Evaluation		
創新教學(Innovative Teaching) <input checked="" type="checkbox"/> 問題導向學習(PBL) <input checked="" type="checkbox"/> 團體合作學習(TBL) <input type="checkbox"/> 解決導向學習(SBL) <input type="checkbox"/> 翻轉教室 Flipped Classroom <input type="checkbox"/> 磨課師 Moocs 社會責任(Social Responsibility) <input type="checkbox"/> 在地實踐 Community Practice <input type="checkbox"/> 產學合作 Industry-Academia Cooperation 跨域合作(Transdisciplinary Projects) <input type="checkbox"/> 跨界教學 Transdisciplinary Teaching <input type="checkbox"/> 跨院系教學 Inter-collegiate Teaching <input type="checkbox"/> 業師合授 Courses Co-taught with Industry Practitioners 其它 other: <hr/>		

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 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
評量方式補充說明 Grading & Assessments Supplemental instructions The heaviest part is hand-in PPT in time 20%---Circulate PPT before Saturday night gets a full score (100); before Sunday night gets a three quarters score(75); before Monday night gets a half score (50); before Tuesday noon gets a quarter score(25). The easiest part to earn is TO OPEN your month in class 10% join discussion---Join the discussion more than 3 times (100); 2 times(75); once(50). 15% 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)									