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# ②图玄東華大學

## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	產業與貿易			學年/學期 Academic Year/Semester		110/2	
課程名稱(英文) Course Name in English	Industrial Organization and Trade Theory						
科目代碼 Course Code	APRSD0500	系級 Department 博士 & Year		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

The main purpose of this course is to discuss international trade issues by integrating industrial organization theory. Why do we impose tariffs on imported products? Why do manufacturers outsource? Export or direct investment for a multinational firm, the impact of economic integration on social welfare, the effect of trade liberalization on domestic wages, and the impact of trade liberalization on domestic pollution, and so on.

This course hopes to use the economic knowledge we have learned, coupled with the observation of economic phenomena, to do scientific analysis, and to have a better judgment on public issues.

We are going to discuss the research methods in class, think about the logic of the problem, and set a model to find out the solution.

I hope to train students who are interested in doing research. Students can apply this skill for futher research.

## 課程目標 Course Objectives

The development of international

trade theory has developed for a long

time, but the assumption of perfect competition or monopoly market structure commonly used in trade theory needs to be revised due to the development of industry. With incomplete competition and information, students can learn the role of "strategy" in trade theory and policy, and apply what they have learned to fields such as environmental economics, regional economics, and find out solutions in the age of digital economy. The most important thing is to cultivate stud ents' ability to find problems, design models, answer questions, and write an essay/report.

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 内容 Subject/Topics 備註Remarks 1 Introduction: Mathematics, Microeconomics, Industrial Organization. must understand

2	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	Cournot
3	Export Trade Policies: Bernhofen, 1997, Strategic Trade Policy in a Vertically Related Industry, Review of International Economics Brander and Spencer, 1985, Export Subsidies and International Market Share Rivalry, Journal of International Economics	presentation 1
4	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 2
5	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.	presentation 3
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 4
7	Privatization Wang, Mukherjee, and Zeng, (2020) "Does technology licensing matter for privatization? Journal of Public Economic Theory, 1-19.	presentation 5
8	spring break	
9	Mid-term examination final term report- issue presentation final term paper: including the abstract (around 200 words, cover page), introduction, (the body), conclusion, references (at least 10), 8 pages in total.	
10	Aftermarket services Ishikawa, J., Morita, H. and Mukunoki, H. (2016), "Trade liberalization and aftermarket services for imports," Economic Theory 62, 719-764. 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 6
11	Vertical licensing Vertical licensing, input pricing, and entry, Bakaouka and Millou, International Journal of Industrial Organization, 2018.	presentation 7

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 8				
13	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 9				
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 1 0				
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 1 1				
16	Transfer pricing Aya, Mittendorf, and Yoon (2008), Friction in related-party trade when a rival is also a customer, Management Science 54, 1850-1860.	presentation 1 2				
17						
18	final term report presentation, your comments on other reports					
	教 學 策 略 Teaching Strategies					
✓ 課堂講	授 Lecture	Field Trip				
其他Mi	scellaneous: Teaching Schedule & Content adjust according to learning n	Møress				
	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						
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						
□ 業師合授 Courses Co-taught with Industry Practitioners						
其它 othe	r:					

學期成績計算及多元評量方式 Grading & Assessments									
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(含出鉄席) General Performance (Attendance Record)	18%		<b>~</b>	~					attendance
期中考成績 Midterm Exam	20%	<b>~</b>					<b>~</b>		term paper idea presentation
期末考成績 Final Exam	20%		~	~	~	~			term paper presentation
作業成績 Homework and/or Assignments	22%	<b>&gt;</b>		~	~	~			12% PPT, 10% presentation
其他 Miscellaneous (PPT presentation and discussion in class)	20%	>	~	~	~	<b>~</b>			see below

評量方式補充說明

Grading & Assessments Supplemental instructions

distribute your PPT 24 hours before your presentation, the earlier the better (12% PPT, 10% presentation)

Please join our discussion in class, very important.

Miscellaneous: 10% join discussion, 10% Advanced discussion

final term paper: including the abstract (around 200 words, cover page), introduction, (the body), conclusion, references (at least 10), 8 pages in total.

#### 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.)

Recent Journal Paper or Working Paper

Christopher Snyder and Walter Nicholson, Microeconomic Theory: Basic Principles and Extensions, 11th edition, 2012. South-Western. (SN)

Alpha C. Chiang and Kevin Wainwright, Fundamental Methods of Mathematical Economics, 4th edition, 2005. McGraw Hill. (CW)

### 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.)

E學院網站

e-learning platform

TA time: Tuesday pm 6:00, place TBA

其他補充說明(Supplemental instructions)

Enjoying learning