② 国立東華大學 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/Se	111/2			
課程名稱(英文) Course Name in English	Platforms Economics							
科目代碼 Course Code	EC34340	Department 學三 Cours		開課單位 Course-Offering Department		經濟學系		
修別 Type	學程 Program 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 6. The sharing economy 7. User motives and user types 8. The economics of multi-sided marketsand so on.								
課程目標 Course Objectives								
數位平台變得越來越重要。當今許多傳統消費模式擴大至雙邊市場。例子包括短期 住宿共享、送貨服務、轉售和拍賣平台以及共享市場等。本課程將研究平台經濟的特殊性及重要性。平台經濟出現的 核心就是網路的興起,本課程將利用經濟模型探討雙邊市場的興起對於傳統市場經濟學的理論會有何衝擊,以及對傳 統經濟學的認知將會如何改變。 此課程的目的是向學生介紹區位經濟學和網絡產業經濟學。期待學生上完此課程後可以深入了解平台的特定功能, 以及平台將如何影響市場結構,公司的戰略和商業模式,以及網絡中的公共政策。在課程結束時,學生應該能夠使用 平台經濟的概念及所教的設立平台經濟模型來解釋或分析現實社會中的一些現象。 課程目標與系專業能 力相關性 Correlation between Course Objectives and Dept.'s								
Educatio					and Dept.'s Education Objectives			

R L · ·	經濟分析能力:善用資訊科技進行資訊蒐集、資料統計與計量分析。Empirical analysis s: application of statistics and econometrics in data collection and examinatio	
	逐濟之闡釋能力:通曉個體經濟學相關的理論與應用。Microeconomic perspective: standing of microeconomic theories and relevant application	•
D 宏觀經	至濟之闡釋能力:通曉總體經濟學相關的理論與應用。Macroeconomic perspective: standing of macroeconomic theories and relevant application	
F 樂活館	走力:具備適應現代社會的學養以及就業能力。Employment opportunities: capabilities rking on important policy and decision challenges in business and government	•
	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	<pre>introduction: to know you and me, to know what we are going to learn this semester, to know the Grading & Assessments. to know some basic mathematics used in this courseHotelling model, subgame perfect equilibrium. The Economics of Platforms: Concept and Strategy, by P. Belleflamme and M. Peitz, Cambridge University Press, 2021. (Book)</pre>	
2	Book Ch 1 Platforms: Definitions and Typology Hotelling model 1. Rasch, A., T. Wenzela, (2014), "Content provision and compatibility in a platform market," Economics Letters, 124, 478- 481.	
3	Book Ch 1 Platforms: Definitions and Typology 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	Book Ch 2 Ratings, Recommendations, and the Use of Big Data 3. Economides, N., J. Tag (2012), "Network Neutrality on the Internet: A Two-Sided Market Analysis," Information Economics and Policy, 24, 91-104. Hagiu, A., H. Halaburda (2014), "Information and Two-Sided Platform Profits," International Journal of Industrial Organization, 34, 25- 35.	
5	Book Ch 2 Ratings, Recommendations, and the Use of Big Data 4. Reisinger, M. (2014), "Two-Part Tariff Competition between Two-Sided Platforms," European Economic Review, 68, 168-180.	
6	Book Ch 3 An Economic Primer on Network Goods 5. Armstrong, M. (2006), "Competition in Two-Sided Markets," RAND Journal of Economics, 37, 668-691.	
7	Book Ch 3 An Economic Primer on Network Goods 6. Gabszewicz, J, and X. Wauthy (2014), "Vertical Product Differentiation and Two-sided Markets," Economics Letters, 123, 58- 61.	
8	BREAK Presenting your term paper idea (1) and Comment each other	
9	Book Ch 4 Growing a Platform 7. Chen, K. P., Y. C. Huang (2012), "A Search-Matching Model of the Buyer-Seller Platforms," CESifo Economic Studies, 58, 626- 649.	
10	Book Ch 4 Growing a Platform 8. Amelio, A., B. Jullien (2012), "Tying and Freebies in Two- Sided Markets," International Journal of Industrial Organization, 30, 436-446.	
11	Book Ch 5 Platform Pricing 9. Choi, J. P. (2010), "Tying in Two-Sided Markets with Multihoming," The Journal of Industrial Economics, 58, 607-626.	
12	Book Ch 5 Platform Pricing Presenting your term paper idea (2) and Comment each other	

13	Book Ch 6 Platform Desidn 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	Book Ch 6 Platform Design 11. Rochet, J-C., J. Tirole (2003), "Platform Competition in Two-Sided Markets," Journal of European Economic Association, 1, 990-1029. Belleflamme, P., M. Petiz (2019), "Platform Competition: Who Benefits from Multihoming," International Journal of Industrial Organization, 64, 1-26.						
15	15Book Ch 6 Platform Design 12.15Choi, J. P., Y. Zennyo (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	7 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 ✓ 参觀實習 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)						
■ 翻轉教室 Flipped Classroom							
社會責任(Social Responsibility)							
□ 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	er:						

學期成績計算及多元評量方式 Grading & Assessments									
	配分比例	多元評量方式 Assessments							
Items	Percentage	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	20%	\checkmark	~	~	~	~	~		test
期末考成績 Final Exam	30%		~	~	~	~			term paper presentation
作業成績 Homework and/or Assignments	20%		~	~		~			PPT, presentation
其他 Miscellaneous (ask questions and discussion in class)	15%		~	~		~			join discussion, Advanced discussion
評量方式補充說明 Grading & Assessments Supplemental instructions									
Joining discussion in the class is the most important. Well prepared before coming to the class.									
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									
The Economics of Platforms: Concept and Strategy, by P. Belleflamme and M. Peitz, Cambridge University Press, 2021.									
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)									