



## 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	111/2
課程名稱(英文) Course Name in English	Platforms Economics			
科目代碼 Course Code	EC_50460	系級 Department & Year	碩士	開課單位 Course-Offering Department
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. 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>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。</p> <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：通曉經濟學的進階理論技巧，應用數學與賽局解決經濟議題的能力。 Mathematical analysis skills: Mastering in intermediate application of mathematical theories and game theory in analyzing economic issues.	●
B	實證經濟分析能力：通曉經濟學的進階實證技巧，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 intermediate application of statistics and econometrics in data collection and examination	
C	微觀經濟之闡釋能力：通曉進階個體經濟學相關的理論與應用。 Microeconomic perspective: Thorough understanding of intermediate microeconomic theories and relevant application	●
D	宏觀經濟之闡釋能力：通曉進階總體經濟學相關的理論與應用 Macroeconomic perspective: Thorough understanding of intermediate macroeconomic theories and relevant application	
E	樂活能力：具備適應現代社會的進階學養以及就業能力 Employment opportunities: Capabilities of intermediate 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進階專業研究報告。 Communication skills: Having a clear mind and capability in writing an intermediate professional academic 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	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. to know some basic mathematics used in this course--Hotelling model, subgame perfect equilibrium. The Economics of Platforms: Concept and Strategy, by P. Belleflamme and M. Peitz, Cambridge University Press, 2021. (Book)	
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 Design 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	Book Ch 6 Platform Design 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

- 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:

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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	20%	✓	✓	✓	✓	✓	✓		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)									