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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 | 平台經濟學 | | | | 學年/學期 Academic Year/Semester | | | |
|------------------------------------|---------------------|----------------------------|----|---------------------------------------|---------------------------------|--|--|--|
| 課程名稱(英文) Course Name in English | Platforms Economics | | | | | | | |
| 科目代碼 Course Code | ECD0110 | 系級 Department & Year | 博士 | 開課單位 Course-Offering Department | Course-Offering | | | |
| 修別 Type | 選修 Elective | 學分數/時 Credit(s)/Hou | | , | 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

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.

| | 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 | • |
| В | 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 | |
| С | 微觀經濟之闡釋能力: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 | |
| Е | 自我調整適應社會之能力:具備適應現代社會的學養以及就業能力。Employment opportunities: capabilities of 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. 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 | Spring Break | |

| 8 | Presenting your term paper idea (1) and Comment each other 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. | |
|----|---|--|
| 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 | Book Ch 6 Platform Design 12. Choi, 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 | 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 ⑤ 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) |
| 翻轉教室 Flipped Classroom |
| 社會責任(Social Responsibility) |
| □ 在地實踐Community Practice □ 產學合作 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 other: |
| |

| 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(含出缺席) General Performance (Attendance Record) | 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)