

請尊重智慧財產權，合法影印資料並使用正版教科書。

Please consult Intellectual Property Rights before making a photocopy. Please use the textbook of copyrighted edition.



## 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	114/2	
課程名稱(英文) Course Name in English	Platform Economics				
科目代碼 Course Code	APRSD1000	系級 Department & Year	博士	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					

數位平台在現代經濟中扮演日益關鍵的角色，雙邊市場的發展已在多個領域拓展了傳統的消費模式。典型範例包括短期住宿共享、外送服務、轉售與拍賣平台，以及共乘市場等。

值得關注的是，數位平台運作的基本原則具有多重特殊性，本課程將對此進行系統性探討。數位平台的設計與運營核心在於\*\*網絡效應 network effect\*\*的存在。

此外，雙邊市場涵蓋不同類型的使用者群體與行為動機，這些因素亦將納入課程討論範疇。

本課程旨在使學生掌握\*\*新興資訊經濟\*\*與\*\*網絡產業經濟學\*\*的基本概念，並深入探討數位平台的獨特特性如何影響市場結構、企業競爭策略、商業模式的演變，以及網絡產業中的公共政策。

透過本課程的學習，學生將能夠運用\*\*微觀經濟學\*\*與\*\*產業組織理論\*\*的分析工具與數理模型，對網絡產業的競爭動態進行理論與實證分析。

課程內容涵蓋以下核心議題：

1. 平台經濟學概論
  2. 多歸屬 (multi-homing) 與單歸屬 (single-homing) 的市場影響
  3. 平台的定價機制與價格策略
  4. 消費者隱私與數據經濟學
  5. 平台經濟中的廣告模式與收益結構
  6. 共享經濟的理論與實證分析
  7. 使用者行為動機與市場分群
  8. 多邊市場的經濟學原理與應用
- ..... (其他相關主題)

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

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。

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.

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. Koethenbueger, 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. 0407 Spring	
8	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. Zenny (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:

---

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(含出缺席) General Performance (Attendance Record)	15%		✓	✓					show up
期中考成績 Midterm Exam	20%		✓	✓	✓	✓			project presentation
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  Reference book: 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)									