



## 課 綱 Course Outline

人文社會科學學院亞太區域研究博士班博士班

中文課程名稱 Course Name in Chinese	平台經濟學				
英文課程名稱 Course Name in English	Platform Economics				
科目代碼 Course Code	APRSD1000	班 別 Degree	博士班 Ph. D.		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
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>					
課程大綱 Course Outline					
<p>課程主要是介紹平台經濟的基本概念以及以平台為主的商業模式。課程將涵蓋以下主題：</p> <p>The course's objective is to convey a basic understanding of digital platforms and platform business models. The course will cover the following subjects:</p> <ol style="list-style-type: none"> <li>1. 平台經濟簡介Introduction to platform economics</li> <li>2. 多重廠址與單一廠址Multi-homing and single-homing</li> <li>3. 價格和定價策略。Pricing and price strategy in platforms</li> <li>4. 消費者隱私權Consumer's privacy</li> <li>5. 平台上的廣告Advertisement on platforms</li> </ol>					

- 6. 共享經濟The sharing economy
- 7. 用戶動機和用戶類型User motives and user types
- 8. 多邊市場經濟學The economics of multi-sided markets

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）  
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

課程要求和教學方式之建議  
Course Requirements and Suggested Teaching Methods

希望修課者有基本的個體經濟及賽局理論知識，課堂上會複習相關概念及使用的數學工具。  
Students are supposed to have a basic knowledge of microeconomics and game theory, but the relevant concepts and tools are reviewed in class.

其他  
Miscellaneous

期刊文獻 Journal articles  
The Economics of Network Industries, Oz Shy, Cambridge University Press.