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jjs@gate.sinica.edu.tw

網路經濟學

本課程包含五個部分：一）網路效果與雙邊市場，二）個案分析，三）數位市場，四）網路接續與競爭，五）網路形成理論。內容在探討：一)具網路外部性的商品之行銷與市場策略，二)電信與其他網路產業的競爭政策，三)網路的內生成理論。此課程是網路之產業經濟學，亦是網路產業的管制經濟分析。

主要教材

1. Rohlfs, Jeffrey H. (2002), *Bandwagon Effects in High-Technology Industries*, Cambridge, MA: The MIT Press.
2. Liebowitz, Stanley (2002), *Re-Thinking the Network Economy: The True Forces that Drive the Digital Marketplace*, New York: Amacom.
3. Armstrong, M. (2002), "The Theory of Access Pricing and Interconnection," in M. Cave, S. Majumdar and I. Vogelsang (eds.), *Handbook of Telecommunications Economics*, Vol. 1, 295-384, Amsterdam: Elsevier.
4. Rochet, Jean-Charles and Jean Tirole (2003), "Platform Competition in Twosided Markets," *Journal of the European Economic Association*, 1(4), 990-1029.
5. Armstrong, Mark (2006), "Competition in Two-Sided Markets," *The RAND Journal of Economics*, 37(3), 668-691.
6. Rysman, Marc (2009), "The Economics of Two-Sided Markets." *Journal of Economic Perspectives*, 23(3), 125-143.
7. Demange, G. and M. Wooders (2005), *Group Formation in Economics: Networks, Clubs, and Coalitions*. Cambridge: Cambridge University Press.
8. 施俊吉(2009), "電信互連與接續互惠", 《經濟論文叢刊》, 37(1), 79-102。
9. 施俊吉(2010), 《電信經濟學》, 專書文稿。

課程內容

- I. 網路效果與雙邊市場：1, 4, 5, 6
- II. 個案分析：1
- III. 數位市場：2
- IV. 網路接續與競爭：3, 8, 9
- V. 網路形成理論：7, 8

重要網站

- I. NCC: <http://www.ncc.gov.tw>
- II. FCC: <http://www.fcc.gov>
- III. ITU: <http://www.itu.int/net/home/index.aspx>
- IV. Literature in Network Economics:
<http://www.rchss.sinica.edu.tw/cibs/transactions.html>