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網路經濟學

本課程包含五個部分：一) 網路效果，二) 個案分析，三) 數位市場，四) 網路接續與競爭，五) 網路形成。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) 網路的內生形成理論。此課程既是網路產業經濟學，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. E. Cave, S. K. Majumdar and I. Vogelsang (eds.), *Handbook of Telecommunications Economics*, Vol. 1, 295-384, Amsterdam: Elsevier B. V.
4. Riordan, M. H. (2002), "Universal Residential Telephone Service," in M. E. Cave, S. K. Majumdar and I. Vogelsang (eds.), *Handbook of Telecommunications Economics*, Vol. 1, 423-473, Amsterdam: Elsevier B. V.
5. Hausman, J. (2002), "Mobile Telephone," in M. E. Cave, S. K. Majumdar and I. Vogelsang (eds.), *Handbook of Telecommunications Economics*, Vol. 1, 563-604, Amsterdam: Elsevier B. V.
6. Cramton, P. (2002), "Spectrum Auctions," in M. E. Cave, S. K. Majumdar and I. Vogelsang (eds.), *Handbook of Telecommunications Economics*, Vol. 1, 605-639, Amsterdam: Elsevier B. V.
7. Woroch, G. A. (2002), "Local Network Competition," in M. E. Cave, S. K. Majumdar and I. Vogelsang (eds.), *Handbook of Telecommunications Economics*, Vol. 1, 641-716, Amsterdam: Elsevier B. V.
8. Demange, G. and M. Wooders (2005), *Group Formation in Economics: Networks*,

Clubs, and Coalitions. Cambridge: Cambridge University Press.

9. 施俊吉(2009),“電信互連與接續互惠”,《經濟論文叢刊》,37(1),79-102。

課程內容

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

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>