國立中正大學國際經濟研究所教學大綱

114 學年度第 1 學期

編　　號：
科目名稱：產業組織(二)
英文譯名：Industrial Organization (2)
學 分 數：3 (選修) 星期二 下午 4-7
Office hours：星期二與星期四 12:00-13:00

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教學目標：

這是一門提供研究所水準的產業經濟學課程，將介紹當代產業經濟中的各類研究議題，並詳細解讀各議題的模型設計與結果推論分析。先是基本的廠商競爭理論介紹，隨以相關的實證論文講授，強調經濟意涵與因果邏輯之推論，幫助學生學習產業分析與企業競爭的相關方法與途徑，培養實務上產業趨勢與企業競爭的歸納、分析與創新能力。同時藉此訓練學生紮實的論文研究與寫作實力。

本課程以講授為主，內容將涵蓋實務、實證、與理論。

核心能力：

經濟領域之專業知識、數量分析能力、邏輯思考分析、敏捷性思考、堅持力

授課大綱：

週次	主題	說明	教材*
		I.基本概念：打通你產經分析思考的任督二脈	
1-2	(一)競爭是啥事	市場原理/競爭概念/市場力/均衡概念	陳 ch1/2/4/8
2-4	(二)優勢廠商與獨占競爭	市場結構影響競爭的基本推理分析	
5-6	(三)寡占與賽局	市場結構影響競爭的基本推理分析	
6-7	(四)卡特爾	廠商的合作與勾結	
7-8	(五)垂直架構	垂直體系、垂直整合、垂直限制策略	陳 ch19
		II. 概念模型化：幫你把上述概念正式組裝模型	
8-9	(六)正式模型	Cournot、Stackelberg、Bertrand、Cooperation、與產業賽局分析 game model	Pepall et al, ch7/8/9
10	期中考		

		III.論文教習：帶你進一步理解研究型論文的天空	

11-15	(七)期刊論文	預計三篇(實證為主)	自行下載
16	期未考		
17-18		自我進行本課程總整理並自由 Q&A	

* 教材來源分別是：(1)陳和全(2011)，產業經濟與策略，指南書局出版。(2) Pepall, L., Richards, D., and Norman, G. (2014), Industrial Organization: Contemporary Theory and Empirical Applications, 5th ed., Wiley. (3)另有隨課堂講義。(4)學期後半講授的三篇 paper，將屆時提供電子檔。

上課用教材

如上所列。講授所用教材，必須於上課中帶到。

參考書籍：

1、 Tirole, J. The Theory of Industrial Organization. Cambridge: MIT Press, 1988.
2、 Martin, Stephen. Advanced Industrial Economics. Blackwell publisher, 2002.
3、 Shy, Oz. Industrial Organization. Cambridge: MIT Press, 1995.
4、 Schmalensee, R. and Willig, R. eds. Handbook of Industrial Organization. New York: North Holland, 1989.
5、 Jehle, G.A. and Reny, P.J. Advanced Microeconomic Theory. New York: Addison Wesley, 2001.
6、 Milgrom, P. and J. Roberts, 1992, The Economics of Organization and Management, Prentice Hall: Englewood Cliffs.
7、 Philips, Louis and Nalebuff, Barry J. 1998. Applied Industrial Economics, Cambridge University Press.

上課方式：

1、課堂講授。學生則專注於聽講並參與對答與討論，或分組討論後表達；亦會特定問題開放由學生查閱 chatgpt 後進行表述。2、學生若欲上台發表，亦可自行提出要求而由我安排施作。

評分方式：

期中考試 40%、期末考試 40%、平時成績 20%。

惟依上課態度與投入熱情之夠高與夠好，而可以有很大的調整空間：

1、平時成績當然會較高。

2、期中考或期末考亦可以變更為「報告」、「對答」、「現場簡易測試模式」、「作業」、「take-home 測試」或其它項目做綜合評量。

注意：

博班修課同學不循上述第 2 點調整。必定會有期中與期末的筆試考試。

修課注意事項：

本課程先修科目：個體經濟學

學生必備的上課態度：到位的專注、傾聽、與笑容

附錄：一些產經概念僅提供你知悉與理解、非上課或考試內容

產業經濟相關議題非常廣泛，底下各分類議題都屬之，包含有：(1)Amazon 經營策略與模式 (2)Google 搜尋競爭與 Android 開放源議題 (3)Uber 營銷模式 (4)銀行放款與績效 (5)會計準則與財務操作 (6)銀行競爭模式研究 (7)國際貿易與策略擬定 (8)廠商競爭策略與模型 (9)差別訂價與搭售的手段探討 (10)廣告策略分析 (11)品質差異化的分析與模型 (12)研發與授權 (13)訊息如何影響競爭與策略 (14)誘因設計與契約 (15)外包策略或自己生產 (16)污染政策的訂定(含 ESG 議題) (17)醫療市場研究 (18)外部性 (19)合併與股權結構 (20)空間模型應用 (21)金融市場經驗研究(含銀行機構、股票市場、期貨市場、股權結構、ETF 持有股權之影響…等) (22)經驗實證研究

底下提列各議題之一些相關參考文章，給你知悉。僅做參考與理解，非授課內容。

Q. Algorithmic pricing

Q1. 2024 (陳和全)訂價演算法之超競爭價格與合謀
Q2. 2019 (陳和全)演算法訂價與競爭法合謀
Q3. 2019 (Bloodstein; Fordham Law Review) Amazon and Platform Antitrust.
Q4. 2018 (Butta; NFIC) Google search (shopping): an overview of the European Commission's antitrust case
Q5. 2016 (Khan; YLJ) Amazon's antitrust paradox

R. Two-sided market

R1. 2017 (OECD) Measuring market power in multi-sided markets – Note by Kurt Brekke
R2. 2014 (Reisinger; EER) Two-part tariff competition between two-sided platforms
R3. 2013 (Affeldt et al; EJ) Upward pricing pressure in two-sided markets
Q4. 2018 (Cosnita-Langlais et al) Upward price pressure in two-sided markets Incorporating feedback
Q5. 2018 (Katz and Sallet;YLJ) Multisided platforms and antitrust enforcement

A. Bank risk taking

A1. 2009 (Laeven and Levine;JFE) bank goverance regulation and risk taking
A2. 2009 (Pathan;JBF) strong boards CEO power and bank risk taking
A3. 2012 (Tabak et al;JBF) the relationship between banking market competition and risk taking do size and capitalization matter
A4. 2013 (Jimenez et al;JFS) how does competition affect bank risk taking
A5. 2014 (Berger et al; JCF) executive board composition and bank risk taking
A6. 2013 (Sowdarmono et al;JIFMIM) bnak competition crisis and risk taking evidence from emerging markets in Asia

B. Bank market power

B1. 2011 (Soedarmono et al;JAE) bank market power economic growth and financial stability evidence from asian banks

C. Bank default

C1. 2015 (Chiaramonte et al;GFJ) should we trust the Z score evidence from the European Banking industry

D. Insider trading

D1. 2013 (Tang et al;PBFJ) insider trading accrual abuse and corporate governance in emerging markets evidence from Taiwan

D2. 2006 (Daher and Mirman; QREF) Cournot duopoly and insider trading with two insiders

E. Signaling quality

E1. 2010 (Janssen and Roy;GEB) signalling quality through prices in an oligopoly

E2. 2006 (Chokler et al; IJIO) Information disadvantage in linear cournot duopolies with differentiated products

F. Licensing

F1. 2013 (Mukherjee and Mukherjee;EL) technology licensing and innovation

F2. 2014 (Bagchi and Mukherjee;IREF) technology licensing in a differentiated oligopoly

F3. 2014 (Bond and Saggi;JDE) compulsory licensing price controls and access to patented foreign products

F4. 2014 (Llobet and Padilla;wp) the optimal scope of the royalty base in patent

F5. 2014 (Lu and Poddar;EM) patent licensing in spatial models

G. FDI

G1. 2014 (Chan et al;QREF) FDI and its determinants a regional panel causality analysis

G2. 2015 (Liu et al;IREF) domestic impacts of outward FDI in Taiwan evidence from panel data of manufacturing firms

H. Corruption and FDI

H1. 2014 (Quazi;IjEFI) corruption and FDI in East and South Asia an Econometric Study

H2. 2014 (Zhang;CER) how does foreign direct investment affect industrial competitiveness evidence from China

H3. 2015 (Hsu and Tiao;EM) patent rights protection and FDI in Asian countries

I. Political effects

I1. 2014 (Grol and Ellis;EER) a simple model of the commercial lobbying industry

I2. 2015 (Denter and Sisak;JPE) do polls create momentum in political competition

I3. 2015 (Heilmann;JIE) does political conflict hurt trade evidence from consumer boycotts

I4. 2015 (Lehkonen and Heimonen;JIMF) democracy political risks and stock market performance

I5. 2015 (Makhlouf et al;EL) trade openness export diversification and political regimes

J. Oil and Stock

J1. 2015 (Angelidis et al;GFJ) US stock market grgimes and oil price shocks

J2. 2015 (Kang et al;JIMIM) the impact of oil price shocks on the stock market return and volalitity relationship

K. Industry and Stock

K1. 2015 (Tse;JEF) do industries lead stock markets a reexamination

L. Tourism industry

M1. 2014 (Chang et al; NAJEF) the impact of China on stock returns and volatility in the Taiwan tourism industry

M2. 2014 (Webster and Ivanov;TM) Transforming competitiveness into economic benefits Does tourism stimulate economic growth in more competitive destinations

M3. 2015 (Tang and Tan;TM) does tourism effectively stimulate Malaysias economic growth

M. Mobile Phone Industry

M1. 2016 (Chen et al; IJPE) Channel coordination through subsidy contract design in the mobile phone industry

N. Housing

N1. 2016 (Caporale and Sousa;RIBF) consumption wealth stock and housing returns evidence from emerging markets

O. Cross ownership

O1. 2016 (Fanti; JWE) Social welfare and cross ownership in a vertical industry when the mode of competition matters for antitrust policy

P. Medicines

P1. 2015 (Ramani et al;SSM) access to critical medicines when are compulsory license effective in price negotiations