



## **Course Outline**

### **EE489 Seminar in Industrial Economics (Section 046401)**

**Semester 2/2024 (January 20 – May 14, 2025)**

**Lecture Time:** Monday, 09.00-12.00 hours

**Lecture Venue:** Room 203

**Teaching Materials Platform:**

<https://classroom.google.com/c/NzQ1NTEwNzU1MDA4>

**Class code:** ku2ro4e

**Instructor:**

**Name:** Asst. Prof. Dr. Pornthep Benyaapikul

**Office Hours:** Monday 13.30-14.30 at BE Director Room or by appointment

**Email:** pornthep@econ.tu.ac.th

**Number of Credit:** 3 Credits (3-0-6)

**Prerequisite:** Having completed at least two 400-level (or the above level) courses in field of Industrial Economics

### **Course Description:**

Seminar and research on topics in Industrial Economics under the supervision of the lecturer.

### **Course Objectives:**

This course aims to equip students with the theoretical foundations and practical skills necessary to conduct independent research in industrial economics. Students will learn to formulate research questions, design methodologies, analyze data, and draw evidence-based conclusions. The course emphasizes critical thinking, empirical analysis, and the application of economic theory to real-world

industrial contexts, preparing students to contribute to academic, policy, and business decision-making.

### Expected Learning Outcomes

| CLOs                                                                                                                                                                                                                                   | PLOs                               | Activities                                                                                                                                                                                 | Assessment                                                                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CLO1 Understanding concepts and theories in industrial economics, how to conduct research and being able to discuss, initiate an effective research question and provide critical thinking on related issues to the research question. | K1, K3                             | <ul style="list-style-type: none"> <li>- Lectures</li> <li>- Essay on emerging technologies</li> <li>- Paper discussions</li> <li>- Class presentation</li> <li>- Seminar paper</li> </ul> | Essay and Presentation 15%<br>Final paper (report) 40%<br>Paper discussion and comments 10%<br>Class Presentation on seminar paper 20%                                                   |
| CLO2 Improving writing skills in summarizing comprehensive topics and explaining topics in industrial economics, including policy implementation suggestions                                                                           | K1, K3<br>S1, S2, S3<br>E1, E2, E3 | <ul style="list-style-type: none"> <li>- Essay on emerging technologies</li> <li>- Seminar paper</li> <li>- Paper summary</li> </ul>                                                       | Essay and Presentation 15%<br>Paper summary 10%<br>Final paper (report) 40%                                                                                                              |
| CLO3: Analyzing and using the data to support evidence and tell stories from the data, as well as being able to do a research project                                                                                                  | K1<br>S1, S2, S3<br>E1, E2, E3     | <ul style="list-style-type: none"> <li>- Seminar paper</li> </ul>                                                                                                                          | Final paper (report) 40%                                                                                                                                                                 |
| CLO4: Presenting and communicating research ideas or innovations with framework background on industrial economics with a well story telling                                                                                           | K1, K2<br>S1, S2, S3               | <ul style="list-style-type: none"> <li>- Seminar Paper</li> <li>- Class presentation</li> <li>- Paper discussion</li> </ul>                                                                | Essay and Presentation 15%<br>Final paper (report) 40%<br>Paper discussion and comments 10%<br>Class Presentation on your Seminar paper 40%                                              |
| CLO5: Evaluate the ethical considerations of economic decisions and policy designs, as well as academic integrity and professional codes of conduct                                                                                    | K3<br>S1<br>E1, E2, E3             | <ul style="list-style-type: none"> <li>- Seminar Paper</li> <li>- Paper discussion</li> <li>- Class essay</li> </ul>                                                                       | Essay and Presentation 15%<br>Seminar paper 40%<br>Paper summary 10%<br><br>- No copy-paste in assignments<br>- No AI generating in all work submissions<br>- Provide correct references |
| CLO6: Enjoy lifelong learning, demonstrate creativity, accept different opinions, be able to plan research systematically, and show self-improvement                                                                                   | C1, C2                             | <ul style="list-style-type: none"> <li>- Class discussion</li> <li>- Develop term paper</li> </ul>                                                                                         | Seminar paper 40%<br>Class Presentation on seminar paper 20%<br>Paper discussion and comments 10%                                                                                        |

**Main Text:** There is no specific textbook for this course. However, I will post journal papers and some good readings on "how to write" on Google Classroom.

## Grading Criteria:

|                                             |     |
|---------------------------------------------|-----|
| 1. Group essay and Presentation             | 15% |
| 2. Paper summary (Individual Assignments)   | 10% |
| 3. Paper discussion and comments            | 10% |
| 4. Class Presentation on your seminar paper | 20% |
| 5. Final paper (report)                     | 40% |

## About the assignments:

- 1. Group essay and presentation** – Your group must choose topics from the list on emerging technologies, write a 5-page essay on that topic and present to the class on week 11.
- 2. Paper summary** – Students are required to submit a 1-page summary of each paper that will be discussed in class. The summaries are due on the Sunday before class.
- 3. Final research report (your seminar paper)** – **You can team up as a group with maximum of 3 group members.** The paper should be between 20-25 pages long (1.5 or double spaced), **excluding** graphs, tables and figure bibliography and appendices. The paper should be well-organized in different parts. For example, 1) introduction 2) literature review 3) theoretical framework and methodology and 4) findings 5) conclusion. We will discuss about each part in more details in class.

## Tentative Class Schedule:

| Week | Date   | Agenda                                                                                   | Assignment/Reading                                                                                                                                                      |
|------|--------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Jan 20 | Introduction - Review of Course and Research Resources. Identification of Topics.        | Read the suggested readings and start thinking about your topic.                                                                                                        |
| 2    | Jan 27 | Individual Meetings to identify research topics, relevant literature                     | Prepare a list of your topics (2-3 topics) with some literature/background papers                                                                                       |
| 3    | Feb 3  | Lecture on Writing, Literature review and tools and individual meeting                   |                                                                                                                                                                         |
| 4    | Feb 10 | Workshop1 – Topic/Literature Review                                                      | 1) A rough draft of your topics with some literature review and general organization of your paper and research plan (1-2 pages)<br>2) 5-minute Powerpoint presentation |
| 5    | Feb 17 | Paper discussion (Oligopoly) and Individual meeting on Literature review and Methodology |                                                                                                                                                                         |
| 6    | Feb 24 | Individual meeting on Literature review and Methodology                                  | Submit 1 page critical comment of your chosen paper that relates to your topics.. (Individual Assignment)                                                               |

| Week | Date   | Agenda                                                                                                         | Assignment/Reading                                                                                                                            |
|------|--------|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 7    | Mar 3  | Workshop 2 – Topic/Literature Review/Methodology                                                               | 1) A draft of your topics, literature review and propose methodology of your paper (at least 4 pages)<br>2) 10-minute Powerpoint presentation |
| 8    |        | Midterm Week, No Class.                                                                                        | Work on your paper                                                                                                                            |
| 9    | Mar 17 | Individual Meeting to Finalise your Methodology                                                                |                                                                                                                                               |
| 10   | Mar 24 | Paper discussion (Price Dispersion)<br>Meetings & Improve your papers                                          |                                                                                                                                               |
| 11   | Mar 31 | Presentation on Emerging technologies: AI, Algorithm, Blockchain, Big Data, Autonomation<br>Individual meeting | Submit 5 pages essay of the chosen topics on emerging technologies and 8-10 minutes presentation                                              |
| 12   | Apr 7  | Public Holiday, No Class (Online Individual Meeting will be arranged)                                          |                                                                                                                                               |
| 13   |        | Songkran Holiday, No Class                                                                                     |                                                                                                                                               |
| 14   | Apr 21 | Workshop 3 – Update your progress/ preliminary results                                                         | 12-minute Powerpoint presentation                                                                                                             |
| 15   | Apr 28 | Paper discussion (Price Discrimination)<br>Individual meeting                                                  |                                                                                                                                               |
| 16   | May 5  | Individual meeting                                                                                             |                                                                                                                                               |
| 17   | May 12 | Submit an Online Presentation of your paper                                                                    | Max. 20 minutes per group                                                                                                                     |

### List of essay topics on emerging technology:

1. The Impact of Artificial Intelligence on Market Competition and Regulation  
Explore how AI disrupts traditional markets and the regulatory challenges it poses.
2. Big Data: A Tool for Innovation or Market Domination?  
Discuss the competitive implications of big data and the role of regulation in preventing monopolistic behavior.
3. Blockchain and Decentralized Economies: Threats or Opportunities for Regulators?  
Examine how blockchain technology challenges traditional regulatory frameworks.

4.     The Role of Regulation in Ensuring Fair Competition in the Gig Economy  
       Analyze the balance between fostering innovation and protecting workers' rights.
5.     Regulating Digital Platforms: Antitrust Issues in the Age of Tech Giants  
       Evaluate cases of antitrust actions against major technology companies and their implications.
6.     Emerging Technologies and Cross-Border Regulatory Challenges  
       Investigate how globalization and digital technologies complicate regulatory harmonization.
7.     The Role of Competition Policy in the Development of Renewable Energy Technologies  
       Examine how competition policy can encourage innovation in clean energy markets.
8.     The Future of Privacy Regulation in the Age of IoT  
       Discuss how IoT devices challenge traditional notions of privacy and competition.
9.     Autonomous Vehicles and the New Competitive Landscape in Transportation  
       Explore the potential market changes and regulatory needs for autonomous transportation.
10.    The Disruptive Power of Emerging Technologies on Traditional Market Structures  
       Analyze how technologies like AI, blockchain, or quantum computing are reshaping market dynamics.
11.    The Rise of Platform Economies: Implications for Market Competition  
       Discuss how digital platforms (e.g., Amazon, Uber) dominate markets and the regulatory challenges they create.
12.    Network Effects in Digital Markets: A Barrier to Entry or a Catalyst for Innovation?  
       Explore the role of network effects in strengthening market positions and their regulatory implications.
13.    AI-Driven Marketplaces: Opportunities and Risks for Competition Policy  
       Evaluate the impact of AI-driven platforms on pricing, transparency, and market fairness.
14.    The Economics of Subscription Platforms in Emerging Markets  
       Analyze the proliferation of subscription-based services (e.g., Netflix, Spotify) and their competitive impact in emerging economies.

15. Digital Payment Platforms: Fostering Financial Inclusion or Creating Monopolies?

Examine the role of fintech platforms in transforming payment systems and their regulatory implications.

16. Blockchain and Smart Contracts: Redefining Trust in Market Transactions

Explore how blockchain-based platforms are transforming market trust and disintermediating traditional players.

17. Data-Driven Markets: How Emerging Technologies Redefine Market Power

Discuss the relationship between data as a resource, emerging technologies, and market dominance.

18. Competition and Collaboration in the Era of Superapps

Investigate the rise of superapps (e.g., WeChat, Grab) as multi-service platforms and their impact on competition and innovation.

## **Oligopoly**

- Borenstein, Severin. 1989. "Hubs and High Fares: Dominance and Market Power in the U.S. Airline Industry," Rand Journal of Economics.

## **Price Dispersion**

- Sorenson, Alan (2000) "Equilibrium Price Dispersion in Retail Markets for Prescription Drugs" Journal of Political Economy 108: 833-850.
- Brown J. and A. Golsbee (2002), "Does the Internet Make Markets More Competitive? Evidence from the Life Insurance Industry", JPE

## **Price Discrimination**

- Nevo, Aviv and Catherine Wolfram. 2002. "Why Do Manufacturers Issue Coupons? An Empirical Analysis of Breakfast Cereals," RAND Journal of Economics.
- Leslie, Phillip. "Price discrimination in Broadway theater." RAND Journal of Economics (2004): 520-541.