

Information Economics, Spring 2018 (106-2)

Paper Summary 1

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1 The task

We have introduced two papers (Kung and Zhong, 2017; Kung et al., 2018) on March 30. Please read one of the two papers thoroughly (i.e., from the title to the end of the appendix). Then please write a paper summaries to summarize the paper by addressing the following things:

- Research objectives: What questions does this paper want to answer? Are them good research questions? Why or why not?
- Model: What are the players in the model? What do they care about? What are the decisions they may make? How does one's decision affect the others' utilities? What is the time sequence? Note that you *should not* use any symbol or equation to describe the model. You may use words only.
- Findings: How do the authors use the model to address their research questions? What are the steps of analyzing the model and problems? What are the major findings of this paper? Are the finding based on analytical solutions or numerical experiments? What are the economic intuitions and managerial implications of the findings? Are they reasonable? Why or why not?
- Extensions: Is there any extended scenarios investigated by the authors? If so, what are them? Do they strengthen the arguments made by the authors? If so, in which way? If not, why?
- Your comments:
 - Do you learn anything by reading this paper? If so, list them.
 - Point out one model assumption that some of the major conclusions will change once that assumption is relaxed. Explain how and why.
 - If you want to conduct a study by extending this paper, what are your research questions? What is your plan for tackling these questions?

2 Teams, submissions, and grading

Students should form teams to do the case study. Each team should have *three to four* students. There is no need to sign up. Please just indicate the names and student IDs of your members on your report.

Each team needs to submit one report. Please *type* your report; hand-written reports are not accepted. You are strongly encouraged to use L^AT_EX to type your report. Limit your report to *two pages*, including everything. You may write your report in English or Chinese. In either case, please make sure that it is easy to read. As a researcher, you should write professional reports. Some general suggestions for formatting your report can be found on the course website.

The due time of reports is *8:00 AM, April 13*. Please submit an electronic copy as a PDF file to CEIBA by the due time. The names and student IDs of your members should still be indicated in your report. Only one student in each team should do the submission.

The report will be graded with the following grade breakdown: 40% for the correctness of describing the paper, 40% for the quality of the comments, and 20% for the readability and format. Failing to meet a deadline by one hour will get 10 points off. Failing to meet a deadline by more than one hour will not be accepted.

References

- Kung, L.-C., P.-Y. Sun, C.-Y. Huang, W.-C. Lee. 2018. Why promoting for competitors? Online in-store referral for products with heterogeneous quality. Working paper, National Taiwan University.
- Kung, L.-C., G.-Y. Zhong. 2017. The optimal pricing strategy for two-sided platform delivery in the sharing economy. *Transportation Research Part E* **101** 1–12.