

■ 연구논문 요약문1

논문제목	Optimal revenue sharing in platform markets: a Stackelberg model
게재정보	Journal of Revenue and Pricing Management, vol18, no4, 2019
개요	<p>Because of its ability to generate many revenue streams, the platform business has received much attention in recent years, and the revenue sharing problem between platform providers and service providers is a key issue. We adopted the Stackelberg model to analyze the optimal revenue sharing rates between these two parties when the platform provider acts as a leader, while the service providers are followers. We derive the closed form of optimal revenue sharing rates as the equilibrium of the Stackelberg model. Numerical experiments with graphical illustrations are presented to demonstrate the optimality of revenue sharing rates whereby the two parties maximize their own profits. In addition, on the basis of the results of optimal revenue sharing rates, the present study performs sensitivity analyses with regard to various exogenous variables that could affect the optimal revenue sharing rates</p>
연구결과	<p>We found that that as the potential demand of one platform market increases, so does the optimal revenue sharing rate for the platform provider; further, the revenue sharing rate of the other platform provider decreases. Likewise, as the potential demand in one platform market drops, the revenue sharing rate for the platform decreases, and the revenue sharing rate for the other platform first increases; the revenue sharing rate for the platform is reversed. However, as the potential demand in one platform market decreases even more, the revenue sharing rate for the platform provider increases. Overall, it is found that as the rate of change of demand increases, the optimal revenue sharing rate of each platform provider also increases. This is because final consumers are more sensitive to price changes; thus, if the optimal price of the application service is less, the revenue sharing rates have to be as high as possible for the platform providers to maximize their profits.</p>
활용분야 및 기대효과	<p>The result of this analysis has significant policy implications for platform providers, who can resolve their long-standing dispute with app developers by attentively monitoring the platform business situation. We assumed in this paper that application developers using a platform service can choose only one platform market, even though both platforms are generally available.</p>