

POSTGRADUATE SEMINAR SERIES

Topic Defence Seminar

Topic Title:

Operational Issues in the Management of Online Education Platforms

Presenter:

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Abstract :

In recent years, online education platforms have transformed education by providing access to a wide range of education resources. However, it remains unclear how to effectively manage platform operations such as the provision of course previews, design of incentives for instructors, and management of user reviews. This research proposes two studies to address these issues.

The first study focuses on online education platforms' course preview strategy for influencing consumers' purchasing decisions. We develop a mathematical model in which a platform makes decisions on the width and depth of course previews, which are related to the amount and type of content for preview. The model characterizes how the decisions influence consumers' perceptions of course value and purchasing decisions. We examine the platform's optimal decisions and how they are affected by course- and consumer-related factors. The second study investigates how an online education platform boosts long-term demand through incentivizing the instructor's effort and manipulating user reviews. We develop a game-theoretic model to characterize the trade-off between the two strategies. For both studies, we examine the market outcomes resulting from the platform's optimal decisions, including platform profits, consumer surplus, and social welfare. Furthermore, we verify the major findings of each study using an empirical analysis on a dataset from a leading online education platform in China.

Date : 13 May 2025, Tuesday

Time : 11:00 - 12:00

Venue : SEK210, 2/F, Simon & Eleanor Kwok Building

Language : English



*** All are Welcome ***