

Strategy Economy and Games

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Objetivo do curso: discutir e aprofundar instrumentos de economia (basicamente teoria dos jogos) no conteúdo de estratégia. O aluno deve ao final do curso ter familiaridade com diferentes jogos sabendo discutí-los e aplica-los em diferentes trabalhos acadêmicos.

Horario de aula: O curso terá encontros semanais com quatro horas aulas. A dinâmica dos encontros semanais será exposta no Syllabus.

Avaliação: Prova Intermediária (40%), Participação (20%) e Prova Final (40%). A base de exercícios para prova estão nos capítulos do Besanko (Fifth Edition) e Fiani (Segunda Edição). Os papers incorporados ao curso também fazem parte desse material.

Prova Intermediária – Começa na quarta-feira (06/06) depois da aula e termina no domingo (10/06 -18hs – Enviar em arquivo pdf escrito a mão - Imagem) para meu endereço eletrônico. Atrasos serão descontados.

Prova Final – Mandarei para sala dia 26/06 depois da aula. Termina 30/06 as 18hs. Atrasos serão descontados

Apresentação dos papers destacados no syllabus será feita na segunda parte da aula. Todos os alunos devem estar preparados para a apresentar o paper. Em linhas gerais, a apresentação deve cobrir os seguintes tópicos:

- 1. Objetivo do trabalho e contribuição a literatura**
- 2. Hipóteses a serem testadas**
- 3. Estrategia Empírica**
- 4. Resultados.**

Provas: Minha avaliação levará em conta duas coisas.

- 1. O trivial (você tem que mostrar que sabe trabalhar com o básico)**
- 2. O que você tem a dizer que possa servir de investigação**

Deixe claro na sua prova essa separação

EofS: Besanko, D. et all. Economics of Strategy, Fifth Edition. Wiley

F: Fiani, R. Teoria dos Jogos, Segunda Edição. Editora Campus.

Varian, H. Intermediate Microeconomics: A Modern Approach (Eighth Edition)

Syllabus

Day	Class 1	Class 2	Papers & Books
1 May 08	Apresentação	Chapter 1 e 2: Basic Microeconomic Principles and Economies of Scale and Scope (Book: EofS)	Varian, H. Intermediate Microeconomics: A Modern Approach (Eighth Edition); Keane, M. (2010) Structural vs. Atheoretic Approach to econometrics. <i>Journal of Econometrics</i> ; v.156(1):3-20 Floyd and List (2016). Using Field Experiments in Accounting and Finance. <i>Journal of Accounting Research.</i> , v.54(2):437-475 See corrections of paper
2 May 15	Cap 2 e 3: Modelos de Jogos e Jogos Simultâneos (Book:F)	C.3: Agency and Coordination (EofS)	Nagin, D. S., Rebitzer, J. B., Sanders, S., & Taylor, L. J. (2002). Monitoring, Motivation, and Management: The Determinants of Opportunistic Behavior in a Field Experiment. <i>American Economic Review</i> , 92(4), 850-873; Makadok R, Coff R. (2009). Both market and hierarchy: an incentive-systems theory of hybrid governance forms. <i>The Academy of Management Review</i> 34(2): 297-319; Roberts J. (2010). Designing incentives in organizations. <i>Journal of Institutional Economics</i> 6(1): 125-132; Bandeira, O.; Barankay, I.; Rasul, I. (2011) Field experiment with firms. <i>Journal of Economic Perspectives</i> , v.25(3):63-82 Tayler, R.J.; Bloomfield, R.J. (2011) Norms, Conformity, and Controls <i>Journal of Accounting Research</i> ; v.49(3):753-790
3 May 22	C.5: Vertical Boundaries of the firm (EofS)	C. 5: Vertical Boundaries of the firm (EofS)	Atalay E, Hortaçsu A, Syverson C. (2014). Vertical integration and input flows. <i>The American Economic Review</i> 104(4): 1120-1148. Ozmel, U., & Guler, I. (2014). Small fish, big fish: The performance effects of the relative standing in partners' affiliate portfolios. <i>Strategic Management Journal</i> , v.36: 2039-2057 Chou, P. B., & Thomas, E. (2015). A game theory perspective of asymmetric alliances for new product development. <i>International Journal of Entrepreneurship and Innovation Management</i> , 19(1-2), 99-116. Foss NJ, Weber L. 2016. Moving opportunism to the back seat: Bounded rationality, costly conflict, and hierarchical forms. <i>Academy of Management Review</i> 41(1): 61-79.
4 May 29	C. 4 e 5: Aplicando o Equilíbrio de Nash (Modelo de Cournot e Bertrand) e Jogos Estritamente Competitivos e Estratégias Mistas (F)	C. 8: Competitors and Competition (EofS)	Asmussen, C. G. (2014). Strategic factor markets, scale free resources, and economic performance: The impact of product market rivalry. <i>Strategic Management Journal</i> , v.36:1826-1844 Bel, R. (2017) A property rights theory of competitive advantage. <i>Strategic Management Journal</i> , v.39:1678-1703 MacDonald, G. and Ryall, M. (2018). Do new entrants sustain, destroy, or create guaranteed profitability? <i>Strategic Management Journal</i> , v.39:1630-1649
5 June 06	C. 6: Jogos Sequenciais (Avaliando ameaças e promessas) (F)	C. 9: Strategic Commitment (EofS)	Cason, T.N. and Gangadharn, L. (2012). Cooperation spillovers and price competition in experimental markets. <i>Economic Inquiry</i> , v. 51(3):1715-1730 Ozmel U, Robinson DT, Stuart TE. (2013). Strategic alliances, venture capital, and exit decisions in early stage high-tech firms. <i>Journal of Financial Economics</i> 107(3): 655-670. Duso, T., Röller, L. H., & Seldeslachts, J. (2014). Collusion through joint R&D: An empirical

			assessment. Review of Economics and Statistics, 96(2), 349-370. Alipranti, M., Milliou, C. and Petrakis, E. (2014) Price vs. quantity competition in a vertically related market. Economic Letters, v.124(1):122-126
Midterm test			
7 June 12	C. 10: The Dynamics of Pricing Rivalry (EofS)	C. 10: The Dynamics of Pricing Rivalry (EofS)	Ahuja, G. (2000) The Duality of Collaboration: Inducements and Opportunities in the Formation of Interfirm Linkages. Strategic Management Journal Vol. 21, No. 3: 317-343 Chen, M-J, Su, K-H, and Tsai, W. (2007) Competitive tension: The awareness-motivation-capability perspective. Academy of Management Journal, vol. 50(1) Baum, J.A.C & Korn, H.J. (2017) Competitive Dynamics of Interfirm Rivalry. Academy of Management Journal, vol. 39(2)
8 June 19	C. 11: Entry and Exit (EofS)	C. 11: Entry and Exit (EofS)	Jung, Y. J., Kagel, J. H., & Levin, D. (1994). On the existence of predatory pricing: An experimental study of reputation and entry deterrence in the chain-store game. The RAND Journal of Economics, v.25(1):72-93. Brandts, J. and Figueras, N. (2003) An exploration of reputation formation in experimental games. Journal of Economic Behavior and Organization, v.50(1):89-115 Matsui, K.(2013) Entry deterrence through credible commitment to transfer pricing at direct cost. Management Accounting Research, v.24:261-275
9 June 24	C. 13: Strategic Positioning for Competitive Advantage (EofS)	C. 13: Strategic Positioning for Competitive Advantage (EofS)	D Etzion, A. P. (2014) Mixed signals: a dynamic analysis of warranty provision in the automotive industry, 1960-2008 Strategic Management Journal, v.35:1605-1625 Greve, H. R., & Seidel, M. D. L. (2015). The thin red line between success and failure: Path dependence in the diffusion of innovative production technologies. Strategic Management Journal, 36(4), 475-496.
10 June 26	C. 14: Sustaining Competitive Advantage(EofS)	C. 14: Sustaining Competitive Advantage(EofS)	Reed, R. and DeFillippi (1990) Causal Ambiguity, Barriers to Imitation, and Sustainable Competitive Advantage. Academy of Management Review, vol.15(1) Barney, J.B. (2001) Resource-based theories of competitive advantage: A ten-year retrospective on the resource-based view, Journal of Management, pp.643-650 Keyhani, M., Lévesque, M., & Madhok, A. (2015). Toward a theory of entrepreneurial rents: A simulation of the market process. Strategic Management Journal, 36(1), 76-96.
11	Final Test		