

DISCIPLINA / COURSE: ECONOMIA DA ESTRATEGIA
 DEPARTAMENTO / DEPARTMENT: ECONOMIA
 CURSO / PROGRAM: CMCD AE
 SEMESTRE E ANO / SEMESTER AND YEAR: 2 SEMESTRE 2021
 CARGA HORÁRIA / CLASS-HOURS: 30 horas ou 15 horas (selecionar)
 PROFESSOR: PAULO ROBERTO ARVATE
 LÍNGUA / LANGUAGE: PORTUGUÊS

DESCRIÇÃO DA DISCIPLINA / COURSE DESCRIPTION

Esta disciplina pretende discutir as teorias relacionadas ao campo de business (estratégia, pequenos negócios e organizações) com ênfase em modelos econômicos (teoria dos jogos) e empíricos para conseguir implementar ideais num nível acadêmico internacional

OBJETIVOS DA DISCIPLINA / LEARNING GOALS

Objetivos do CMCDAE CMCDAE Objectives	Objetivos da disciplina Course learning goals	Grau de contribuição / Level of Contribution *
Métodos quantitativos de pesquisa Quantitative research methods	Partindo de um pré-requisito econométrico básico, o aluno fará leitura de diferentes artigos internacionais para utilizar as diferentes técnicas	●●○
Conhecimento do tema de pesquisa / teoria Knowledge of research themes and theory	O aluno terá contato com artigos para desenvolver trabalhos acadêmicos	●○○
Procedimentos de pesquisa Research procedures	O aluno será exposto ao rigor acadêmico para desenvolver seus próprios trabalhos	●●○
Relevância e inovação em pesquisa Relevance and innovation in research	Buscar-se-á com a leitura e discussão de artigos internacionais mostrar ao aluno como novas ideias são trabalhadas para ajuda-lo a desenvolver suas próprias ideias.	●●●

A descrição completa dos objetivos de aprendizagem do CMCDAE e outras informações podem ser encontradas em <https://rebrand.ly/cmae-eaesp> (mestrado) e <https://rebrand.ly/cdae-eaesp> (doutorado).

The full description of the CMCDAE objectives, and other related information, may be found at <https://rebrand.ly/cmae-eaesp> (masters) e <https://rebrand.ly/cdae-eaesp> (doctorate).

CONTEÚDO/METODOLOGIA / CONTENT/METHODOLOGY

A parte relativa a economia e teoria dos jogos será exposta na primeira parte da aula. Na sequência, os alunos, feita leitura previa dos artigos recomendados, farão exposição desses artigos na segunda parte da aula. Em algumas aulas, alunos que estão trabalhando nas suas dissertações e teses falarão de seus trabalhos.

CRITÉRIO DE AVALIAÇÃO / ASSESSMENT

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 (30/08) depois da aula e termina no domingo (05/09 -18hs – Enviar em arquivo pdf escrito a mão - Imagem) para meu endereço eletrônico. Atrasos serão descontados. Prova Final – Mandarei para sala dia 27/09 depois da aula. Termina 30/09 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. **Estratégia 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

BIBLIOGRAFIA (BÁSICA E COMPLEMENTAR) / BIBLIOGRAPHICAL REFERENCES

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)

Artigos mencionados no syllabus

AULA-A-AULA / COURSE SCHEDULE

Day	Class 1	Class 2	Papers & Books
1 August 2	Apresentação	Chapter 1 e 2: Basic Microeconomic Principles and Economics of Scale and Scope (Book: EofS)	Varian, H. Intermediate Microeconomics: A Modern Approach (Eighth Edition); Sieweke, J., & Santoni, S. (2019). Natural experiments in leadership research: An introduction, review, and guidelines. <i>The Leadership Quarterly</i>, forthcoming. doi: https://doi.org/10.1016/j.leaqua.2019.101338
2 August 9	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 Taylor, R.J.; Bloomfield, R.J. (2011) Norms, Conformity, and Controls <i>Journal of Accounting Research</i>; v.49(3):753-790
3 August 16	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

			<p>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.</p> <p>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.</p>
4 August 23	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)	<p>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</p> <p>Bel, R. (2017) A property rights theory of competitive advantage. <i>Strategic Management Journal</i>, v.39:1678-1703</p> <p>MacDonald, G. and Ryall, M. (2018). Do new entrants sustain, destroy, or create guaranteed profitability? <i>Strategic Management Journal</i>, v.39:1630-1649</p>
5 August 30	C. 6: Jogos Sequenciais (Avaliando ameaças e promessas) (F)	C. 9: Strategic Commitment (EofS)	<p>Cason, T.N. and Gangadharn, L. (2012). Cooperation spillovers and price competition in experimental markets. <i>Economic Inquiry</i>, v. 51(3):1715-1730</p> <p>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.</p> <p>Duso, T., Röller, L. H., & Seldeslachts, J. (2014). Collusion through joint R&D: An empirical assessment. <i>Review of Economics and Statistics</i>, 96(2), 349-370.</p> <p>Alipranti, M., Milliou, C. and Petrakis, E. (2014) Price vs. quantity competition in a vertically related market. <i>Economic Letters</i>, v.124(1):122-126</p>
Midterm test			
7 September 6	C. 10: The Dynamics of Pricing Rivalry (EofS)	C. 10: The Dynamics of Pricing Rivalry (EofS)	<p>Ahuja, G. (2000) The Duality of Collaboration: Inducements and Opportunities in the Formation of Interfirm Linkages. <i>Strategic Management Journal</i> Vol. 21, No. 3: 317-343</p> <p>Chen, M-J, Su, K-H, and Tsai, W. (2007) Competitive tension: The awareness-motivation-capability perspective. <i>Academy of Management Journal</i>, vol. 50(1)</p> <p>Baum, J.A.C & Korn, H.J. (2017) Competitive Dynamics of Interfirm Rivalry. <i>Academy of Management Journal</i>, vol. 39(2)</p>
8 September 13	C. 11: Entry and Exit (EofS)	C. 11: Entry and Exit (EofS)	<p>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. <i>The RAND Journal of Economics</i>, v.25(1):72-93.</p> <p>Brandts, J. and Figueras, N. (2003) An exploration of reputation formation in experimental games. <i>Journal of Economic Behavior and Organization</i>, v.50(1):89-115</p> <p>Matsui, K.(2013) Entry deterrence through credible commitment to transfer pricing at direct cost. <i>Management Accounting Research</i>, v.24:261-275</p> <p>Cunningham, C. Ederer and MA(2020). Killer acquisition</p>
9 September 20	C. 13: Strategic Positioning for Competitive Advantage (EofS)	C. 13: Strategic Positioning for Competitive Advantage (EofS)	<p>D Etzion, A. P. (2014) Mixed signals: a dynamic analysis of warranty provision in the automotive</p>

			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 September 27	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 Marcar diante da disponibilidade	Apresentação de dissertação e teses		
11		<i>Final Test</i>	

MINI CV DO PROFESSOR / PROFESSOR MINI CV

Education:

Ph.D. Economics. University of São Paulo with part of the studies (one year) at UCLA

Current academic position:

Associate professor: São Paulo School of Business Administration at Getulio Vargas Foundation

Short visits:

Visiting Professor at Michigan State University

Visiting Researcher at Nova de Lisboa

Honors and awards:

Several times nominated with his students the award for the year best paper in the different fields of the Meeting of the Brazilian National Association of Graduate and Research in Administration (EnANPAD)

The 2005 Best Brazilian Technical Book (The Jabuti Award)

The 2018 Best Applied Paper (Getulio Vargas Foundation)

The 2019 George Stigler Award – Second Best Applied Paper (INSPER)

The 2019 The Leadership Quarterly Best Paper Award

The 2021 nominated for the Charles H. Levine Award - the Best Conference Paper in the Public and Nonprofit Division (Academy of Management)

Scholar Google link:

<https://scholar.google.com.br/citations?user=Tmfu-EMAAAAJ&hl=pt-BR>