

PhD in Entrepreneurship and innovation

Firm-Market relationships: innovation frontiers

Academic Year	2018/2019
Title	Firm-Market relationships: innovation frontiers
Credits	3
Level	Phd Course
Scientific-Field	SECS-P/08
Semester	II semester
Year	1
Professor	Clelia Mazzoni clelia.mazzoni@unicampania.it
Venue	Università degli Studi della Campania "Luigi Vanvitelli" Università degli Studi di Napoli Parthenope

SYLLABUS

Course topics

The course deals with the systemic and intersystemic relationships between microeconomic (the firm) and macroeconomic (industry and market) dimensions. Course contents consist in a review of the main economic paradigms analysing micro-macro relationships, followed by the investigation of some current phenomena which represent the frontier of the interaction between firms and their task environments: the value knowledge assets, meant as peculiar resources; the prominent role of collaborative know-how as a specific competence supporting network relations; the servitization of economy and firm activities.

Aims

The course promotes the following skills in students:

- knowledge and comprehension of the main economic theories dealing with the issue of the relationship between firms and their task environment
- ability to collocate studies into the different research approaches to the theme
- ability to conduct critical analysis, both in terms of theoretical contribution and research methodology
- analysis of the scientific literature on the issue of firm-market relationships for students' own research goals

Teaching Materials

Scientific papers published by relevant international journals.

In itinere evaluation

Students are required to study assigned material before lessons and prepare brief comments for group discussion.

Final Test

Oral exam.

Teaching methods

Interactive lectures for knowledge acquisition and the comprehension of illustrated theories and tools as well as for the development of communication skills; students are invited to study assigned material before each lesson.

Language

Italian and English