



UNIVERSITÀ
DEGLI STUDI
DI FERRARA
- EX LABORE FRUCTUS -

E DEPARTMENT
OF ECONOMICS
& MANAGEMENT

Economics of Innovation

Course program AA 2017/2018

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Lectures

- Thursday afternoon:
 - Official: 16:00-19:00
 - Real: 16:00-18.30

- Friday morning:
 - Official: 08:30-11:30
 - Real: 09:00-11:30

Themes

1. Product innovation, Process innovation and basic concepts;
2. Sources, Barriers and Drivers;
3. History of Economics of Innovation;
4. Open Innovation and System of Innovation;
5. Innovation and Competitiveness;
6. Innovation and Employment;
7. Methodology in Economics of Innovation;
8. Economics of Science and Technology Transfer;
9. Intellectual Property
10. Entrepreneurship;
11. Innovation Policies

Teaching material

Swann, G. M. P. (2009). Chapter 3. Basic concepts in innovation - in Swann, G. M. P. (2009). The economics of innovation: an introduction. Cheltenham: Edward Elgar.

Swann, G. M. P. (2009). Chapter 4. Process innovation - in Swann, G. M. P. (2009). The economics of innovation: an introduction. Cheltenham: Edward Elgar.

Swann, G. M. P. (2009). Chapter 5. Product innovation - in Swann, G. M. P. (2009). The economics of innovation: an introduction. Cheltenham: Edward Elgar.

Swann, G. M. P. (2009). Chapter 7. Network effect and standards - in Swann, G. M. P. (2009). The economics of innovation: an introduction. Cheltenham: Edward Elgar.

Teece, D.J. (1986). Profiting from technological innovation: Implications for integration, collaboration, licensing and public policy. *Research Policy* 15, 285–305.

Leydesdorff, L., and Fritsch, M. (2006). Measuring the knowledge base of regional innovation systems in Germany in terms of a Triple Helix dynamics. *Research Policy* 35, 1538–1553.

Teaching material (2)

Aghion, P., Bloom, N., Blundell, R., Griffith, R., and Howitt, P. (2005). Competition and Innovation: an Inverted-U Relationship. *The Quarterly Journal of Economics* 120, 701–728.

Alvarez, S.A., and Barney, J.B. (2007). Discovery and creation: alternative theories of entrepreneurial action. *Strategic Entrepreneurship Journal* 1, 11–26.

Autor, D.H., Levy, F., and Murnane, R.J. (2003). The Skill Content of Recent Technological Change: An Empirical Exploration. *The Quarterly Journal of Economics* 118, 1279–1333.

David, P. (2003) "Can Open Science be Protected from the Evolving Regime of IPR Protections?", *Journal of Institutional and Theoretical Economics*. Vol. 160, No. 1, pp. 9-34

Edler, J., and Fagerberg, J. (2017). Innovation policy: what, why, and how. *Oxford Review of Economic Policy* 33, 2–23.

Fagerberg, J. (2003). Schumpeter and the revival of evolutionary economics: an appraisal of the literature. *Journal of Evolutionary Economics* 13, 125–159.

Griliches, Z. (1979). Issues in Assessing the Contribution of Research and Development to Productivity Growth. *The Bell Journal of Economics* 10, 92.

Teaching material (3)

Nelson, R.R. (2003). On the uneven evolution of human know-how. *Research Policy* 32, 909–922.

Nelson, R.R. (2004). Why and how innovations get adopted: a tale of four models. *Industrial and Corporate Change* 13, 679–699.

Rosenberg, N. (1972). Factors affecting the diffusion of technology. *Explorations in Economic History* 10, 3–33.

Sauermann, H., and Stephan, P. (2013). Conflicting Logics? A Multidimensional View of Industrial and Academic Science. *Organization Science* 24, 889–909.

Shane, S., Venkataraman, S. (2000), “The promise of entrepreneurship as a field of research”, *Academy of Management Review*. Vol. 25, No. 1 (Jan., 2000), pp. 217-226

Chesbrough, H. W. (2006). Chapter 1. Open Innovation: a new paradigm for understanding industrial innovation

Jaffe, A. B. (1989). Real Effects of Academic Research. *The American Economic Review*, Vol. 79, pp. 957-970

Griliches, Z. (1998). Chapter 13. Patent Statistics as Economic Indicators: A Survey

Exam and Evaluation

- Essay and Oral Exam
 - Short essay (2000 words) to be presented to the teacher at least 3 weeks before the oral exam
 - Develop at least one topic covered in the course
 - Oral exam mostly on the contents of the essay, but also regarding the themes covered in the course (especially to get to high marks)

Good things about this course

- Why is this an interesting course to take?
 - Topics can be partly chosen by teachers in according to students preferences
 - More emphasis on students' selected topics
 - Important amount of case studies analysed
 - This course wants mostly to stimulate reasoning and critical thinking, rather than teaching 'lessons'
- It will take both an economics and a management perspective on innovation

Good things about this course (2)

- What else?
 - Writing an essay help the student to:
 - Familiarise with building and exposing an argument
 - Provide a methodology to ask and answer relevant (research) questions
 - Familiarise with writing
 - Conduct some of the dissertation work within this course
 - A lot of data and ideas can be provided to you by the teachers of the course

Bad things about this course

- Basically none
 - You may suggest us some at the end of the course

Example of issues that you can find only in this course - economics

- Economics of patents:
 - The market failure of the public good, and therefore of information and knowledge
 - Which solutions to this market failure?
 - Patent institution and public finance of R&D
 - What are the social and private benefits and costs of these solutions?
 - How are policy makers adjusting the intellectual property frameworks of countries?

Example of issues that you can find only in this course - management

- Entrepreneurship:
 - What is an entrepreneur?
 - What means entrepreneurship?
 - What types of entrepreneurship do you know?
 - What is the difference between start-up and new-venture, if any?
 - What is a business plan? How is it done?

Other information

- The following was last year, but although no new call for ideas will be uploaded, you can always go have a talk with the teachers
 - Also if you will not follow this course, but you are interested in the topic related to the economics and management of innovation...
 - ... and you are looking for topic on which to do the dissertation
 - I propose you to check on the mini-sito for “call for ideas”, such as this:

<http://www.unife.it/economia/lm.economia/insegnamenti/politiche-dellinnovazione/materiale-didattico/proposte-tesi>

Some information about myself

- Teachers research interest are:
 - Technical change
 - Entrepreneurship
 - University-industry relationship
 - Innovation policies
 - Environmental economics
 - Econometrics
 - Patents

That's all folks

- Ugo Rizzo: ugo.rizzo@unife.it
- Marianna Gilli: marianna.gilli@unife.it

When you need information or you have questions, a good idea is to send an email to the two of us, so we will be able to answer your questions more precisely