



## **PhD in Entrepreneurship and innovation**

**Firm-Market relationships: innovation frontiers**



<b>Academic Year</b>	2020/2021
<b>Title</b>	Firm-Market relationships: innovation frontiers
<b>Credits</b>	<b>3</b>
<b>Level</b>	Phd Course
<b>Scientific-Field</b>	SECS-P/08
<b>Semester</b>	II semester
<b>Year</b>	1
<b>Professor</b>	<b>Laura Castaldi lauracastaldi@unicampania.it</b>
<b>Venue</b>	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