

## EMENTA DE DISCIPLINA

<b>CURSO</b>		
Mestrado Acadêmico em Administração e Desenvolvimento		
<b>COMPONENTE CURRICULAR</b>		
PPAD7304 - Padrões de Concorrência e Competitividade		
<b>TIPO</b>	<b>CARGA HORÁRIA</b>	<b>CRÉDITOS</b>
Eletiva	45 horas	03
<b>LINHA DE PESQUISA</b>		
Linha 1: Competitividade e Gestão		
<b>EMENTA</b>		
Teoria dos Jogos. Decisão em Grupo e Negociação. Princípios de Microeconomia. Mercado e competitividade: concorrentes e concorrência, comprometimento estratégico, entradas e saídas de competidores. Análise Setorial, as limitações do enfoque de mercados: externalidades. Posicionamento estratégico para a vantagem competitiva. Manutenção da vantagem competitiva; origens das vantagens competitivas: inovação, evolução e o ambiente.		
<b>BIBLIOGRAFIA BÁSICA</b>		
<p>ANDERSON, John; SUTHERLAND, Dylan. Entry mode and emerging market MNEs: An analysis of Chinese greenfield and acquisition FDI in the United States. <i>Research in International Business and Finance</i>, v. 35, p. 88-103, 2015. BRAMS, Steven J. Game theory and politics. Courier Corporation, 2011. BRAMS, Steven J.; TAYLOR, Alan D. Fair Division: From cake-cutting to dispute resolution. Cambridge University Press, 1996. CAMERER, Colin F. Behavioral game theory: Experiments in strategic interaction. Princeton University Press, 2011. CARAGIANNIS, Ioannis et al. The efficiency of fair division. <i>Theory of Computing Systems</i>, v. 50, n. 4, p. 589-610, 2012. CLAPP, Jennifer. Financialization, distance and global food politics. <i>The Journal of Peasant Studies</i>, v. 41, n. 5, p. 797-814, 2014. DERELI, Deniz Dilara. Innovation management in global competition and competitive advantage. <i>Procedia-Social and behavioral sciences</i>, v. 195, p. 1365-1370, 2015. ENGERT, Sabrina; RAUTER, Romana; BAUMGARTNER, Rupert J. Exploring the integration of corporate sustainability into strategic management: a literature review. <i>Journal of cleaner production</i>, v. 112, p. 2833-2850, 2016. FLAMMER, Caroline. Does product market competition foster corporate social responsibility? Evidence from trade liberalization. <i>Strategic Management Journal</i>, v. 36, n. 10, p. 1469-1485, 2015. Frazelle, Edward. <i>Supply Chain Strategy, Second Edition: Unleash the Power of Business Integration to Maximize Financial, Service, and Operations Performance</i>. Estados Unidos, McGraw-Hill Education, 2017. FRYNAS, Jędrzej George; MELLAHI, Kamel. <i>Global strategic management</i>. Oxford University Press, USA, 2015. GU, Lifeng. Product market competition, R&amp;D investment, and stock returns. <i>Journal of Financial Economics</i>, v. 119, n. 2, p. 441-455, 2016. Hansenclever L.; Kupfer, D. <i>Economia Industrial: Fundamentos Teóricos e Práticas no Brasil</i>. GEN Atlas; 3ª edição (2020). HUBBARD, Graham; RICE, John; GALVIN, Peter. <i>Strategic management</i>. Pearson Australia, 2014. MAYER, Thierry; MELITZ, Marc J.; OTTAVIANO, Gianmarco IP. Market size, competition, and the product mix of exporters. <i>American Economic Review</i>, v. 104, n. 2, p. 495-536, 2014. Magretta, Joan. <i>Entendendo Michael Porter: O guia essencial da competição e estratégia</i>. Brasil, Alta Books, 2018. MCCAIN, Roger A. <i>Game theory: A nontechnical introduction to the analysis of strategy</i>.</p>		

World Scientific Publishing Company, 2014. MYERSON, Roger B. Game theory. Harvard university press, 2013. NESTA, Lionel; VONA, Francesco; NICOLLI, Francesco. Environmental policies, competition and innovation in renewable energy. Journal of Environmental Economics and Management, v. 67, n. 3, p. 396-411, 2014. PENDLETON, Linwood H. et al. The economic and market value of coasts and estuaries: what's at stake?. The economic and market value of coasts and estuaries: what's at stake?, 2010. PISTONE, Pasquale. Coordinating the action of regional and global players during the shift from bilateralism to multilateralism in international tax law. World Tax Journal, v. 6, n. 1, p. 3-9, 2014. PODIMATA, Marianthi V.; YANNOPOULOS, Panayotis C. Evolution of game theory application in irrigation systems. Agriculture and agricultural science procedia, v. 4, p. 271-281, 2015. SABOURIN, Vincent et al. Commercial opportunities and market demand for nanotechnologies in agribusiness sector. Journal of technology management & innovation, v. 10, n. 1, p. 40-51, 2015. TADELIS, Steven. Game theory: an introduction. Princeton University Press, 2013. TIAN, Yihui; GOVINDAN, Kannan; ZHU, Qinghua. A system dynamics model based on evolutionary game theory for green supply chain management diffusion among Chinese manufacturers. Journal of Cleaner Production, v. 80, p. 96-105, 2014. WILKINSON, John; WESZ JUNIOR, Valdemar João; LOPANE, Anna Rosa Maria. Brazil and China: the agribusiness connection in the Southern Cone context. Third World Thematics: A TWQ Journal, v. 1, n. 5, p. 726-745, 2016. ZYLBERSZTAJN, Decio. Agribusiness systems analysis: origin, evolution and research perspectives. Revista de Administração (São Paulo), v. 52, n. 1, p. 114-117, 2017.