**Mini-Curso: FIRMS AND INNOVATION**

**Profa. Eirini Thomaidou - University of Sussex Business School, CITP**

 **UFSCar / PPGEc-So**

Período: 01 a 05 de abril de 2024

FORMULÁRIO DE INSCRIÇÃO

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| **DADOS**  |
| **Nome:**  |
| **Data de Nascimento:**  | **Sexo: Masculino ( ) Feminino ( )**  |
| **CPF:** | **Tel. Celular: ( )**  |
| **E-mail:** |
| **Endereço:**  |
| **Cidade:**  | **Estado:**  | **CEP:**  |
| **Escolaridade:** |
| **Instituição:**  |
| **Vínculo Empregatício:** |

Sorocaba, \_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_

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**assinatura**

**Para se inscrever:**

1. Preencha este **Formulário de Inscrição** e envie para o e-mail: ppgec@ufscar.br
2. **Observação: o mini-curso utilizará o programa de estatística *Stata* e terá exercícios práticos, dessa forma, recomendamos que cada inscrito traga seu notebook.**

Firms and Innovation

Short Course

Dr Eirini Thomaidou (University of Sussex Business School, CITP)

This short course introduces the basic concepts of firms and innovation and delves into more advanced topics such as applied econometrics and innovation policy, while also addressing practical concerns like dataset handling and errors. The course incorporates lectures, discussions, and hands-on exercises.

**Day 1: Introduction to Firms and Innovation**

* Overview of the relationship between firms and innovation
* Importance of innovation for firm competitiveness and growth
* Factors Influencing Innovation in Firms

On Day 1 we will delve into the fundamental concepts surrounding "Firms and Innovation." Through a comprehensive overview, participants will gain a nuanced understanding of the intricate relationship between firms and innovation, recognizing innovation as a cornerstone for enhancing firm competitiveness and fostering sustainable growth. We will explore the various factors that influence innovation within firms, including internal dynamics such as organizational culture, leadership, and resource allocation, as well as external factors like market conditions, regulatory frameworks, and technological advancements.

**Day 2: Datasets, Missing Values and Errors**

* Understanding different types of datasets used in firm-level analysis
* Dealing with missing values and errors in datasets
* Exercises with real-world datasets

On Day 2 participants will dive into the crucial aspects of handling datasets for firm-level analysis. They will gain a comprehensive understanding of the various types of datasets commonly used in such analyses. Moreover, the session will focus on strategies for effectively managing missing values and errors within datasets, crucial for maintaining data integrity and ensuring the reliability of analytical results. Navigating through exercises featuring real-world datasets, participants will have the opportunity learn how to apply techniques for data cleaning, preprocessing, and error identification, thus developing practical skills essential for conducting empirical research including but not restricting to firms and innovation.

**Day 3: Important Things to Know on Applied Econometrics at the Firm Level**

* Panel data analysis in firm-level research
* Causal inference in firm-level research
* Identification challenges in firm-level research
* Example

On Day 3 of our course on Firms and Innovation, we will delve into essential aspects of applied econometrics at the firm level. We will explore panel data analysis, a powerful technique for studying dynamic relationships within firms over time. Understanding how to properly analyse panel data is crucial for uncovering patterns of innovation and firm behaviour. Moreover, we will discuss the complexities of causal inference in firm-level research, exploring methods to establish causal relationships between variables such as innovation activities and firm performance. Additionally, we will address identification challenges inherent in firm-level research, such as endogeneity and selection bias, and strategies to mitigate these issues. Throughout the lecture, we will go through practical examples, allowing participants to see how to apply econometric techniques to real-world datasets and gain valuable insights into the nuances of firm-level analysis.

**Day 4: Looking Closer at Innovation**

* Understanding different types of innovation (product, process, organizational, marketing)
* Examples of innovative firms and their impact on various industries
* Innovation strategies: incremental vs. radical innovation

On Day 4, we will dive deeper into innovation, examining its various types and their implications for firms and industries. We will explore the distinctions between product, process, organizational, and marketing innovations, elucidating how each type contributes uniquely to a firm's competitive advantage and market positioning. Through case studies and real-world examples, we will dissect the strategies employed by innovative firms across different sectors, and their transformative impact on industries. Moreover, we will discuss the continuum between incremental and radical innovation strategies, assessing the trade-offs and strategic considerations associated with each approach. By the end of the day, participants will gain a comprehensive understanding of the nuanced dynamics of innovation and its pivotal role in shaping firms' paths and industry landscapes.

**Day 5: Firms, Innovation, and Policy**

* Understanding the role of government policies in fostering innovation
* Policy instruments for promoting innovation in firms
* Intellectual property rights and innovation policy
* Discussion on Policy in Brazil

On Day 5 we will discuss about the crucial intersection of government policies, innovation, and firms. We'll start by exploring the multifaceted role that government policies play in fostering innovation within the private sector. Through insightful discussions, we'll examine various policy instruments designed to promote innovation in firms, ranging from financial incentives to regulatory frameworks, always keeping an eye on Trade as well as Industrial policy. Additionally, we'll tackle the complex landscape of intellectual property rights and their implications for innovation policy, addressing issues such as patent protection, and technology transfer. By the end of the day, participants will gain a comprehensive understanding of how government policies shape the innovation landscape and their impact on firms' ability to innovate and compete in the global marketplace.