

SUW 2018 course

Year: 2018

Course title: Economics of Innovations

Leading lecturer from SGH Warsaw School of Economics: Małgorzata Stefania Lewandowska,
PhD

A. Course objective:

The aim of the course is to make students familiar with the concept of innovation, discussed from macro, mezzo and micro perspective. The course will cover such problems as national economy's innovativeness, its measurement methods and diversity of innovation systems in the world economy. The course will also provide a broad view of issues related to technological development in different sectors and innovativeness at the regional level. Classes will include numerous discussions about determinants and the role of innovation in building international competitive advantage of firms.

B. Course syllabus:

1. The concept of innovation, its types and models and innovativeness of the economy; measurement methods.
2. The concept of national innovation system (NIS) and its main elements.
3. Innovativeness of EU countries.
4. Innovativeness as a driver of the competitiveness of the economy.
5. Measuring innovation at regional level.
6. The role of clusters in the economy.
7. The role of proximity and interactions in the processes of knowledge spill-overs and diffusion of innovation in the regions.
8. Innovation process in selected industries.
9. Resource-based determinants of innovation (firm's dynamic capability, absorptive capacity).
10. Sources of innovation ideas/solutions; open innovation – determinants and effects; intellectual property protection.
11. Influence of business environment on firm's propensity to innovate.
12. Measurement of firm's innovation performance.
13. Financing innovative projects – the role of H2020 budget
14. Innovation strategies of firms (innovation leader- and imitator strategies; radical vs incremental innovation dilemma).
15. Complementarity and substitutability of product- process, marketing- and organizational innovations.
16. Marketing plan for new product launch.

C. Educational outcome

• Knowledge. Student:

- Knows the measures used in assessment of country's innovativeness level;
- Knows the concepts of regional and sectorial innovation systems;
- Knows determinants of firm innovation, innovation types and their interrelationships, and role of innovation in creating of competitive advantage of a firm;

• Skills. Student:

- Is able to identify and interpret innovativeness factors, analyse elements of innovation systems;
- Is able to identify the main elements of regional/sectorial innovation systems and to evaluate the level of innovativeness of regional economy or an industry;
- Is able to develop innovation strategy of a firm in an international context and shape the innovation networks; organize the new product development process, prepare feasibility study and marketing plan for a new product.

• Social competencies. Students

- Understands the relationship between the level of the innovativeness and competitiveness at the country level; mezzo level and micro level;
- is able to integrate the knowledge and skills related to macro-, regional/sectorial and firm-level aspects of innovation in innovation project.

D. Time table

Date	Time	Topic
09.07	13.15-16.30	Module I. Innovation from macro level perspective. The concept of innovation, its types and models and innovativeness of the economy; measurement methods. The concept of national innovation system (NIS) and its main elements. Innovativeness of EU countries. Innovativeness as a driver of the competitiveness of the economy.
10.07	13.15-16.30	Module II. Innovation from mezzo level perspective. Measuring innovation at regional level. The role of clusters in the economy. The role of proximity and interactions in the processes of knowledge spill-overs and diffusion of innovation in the regions. Innovation process in selected industries.
11.07	13.15-16.30	Module III. Innovation from micro level perspective. Resource-based determinants of innovation (firm's dynamic capability, absorptive capacity). Sources of innovation ideas/solutions; open innovation: determinants and effects; intellectual property protection. Influence of business environment on firm's propensity to innovate. Measurement of firm's innovation performance.
12.07	13.15-16.30	Module III. Innovation from micro level perspective.

		Financing innovative projects – the role of H2020 budget. Innovation strategies of firms (innovation leader- and imitator strategies; radical vs incremental innovation dilemma). Complementarity and substitutability of product- process, marketing- and organizational innovations. Marketing plan for new product launch.
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E. Basic literature

- B. Hall, N. Rosenberg, *Economics of Innovation*, Elsevier, 2010.
- K.R. Polenske, *The Economic Geography of Innovation*, Cambridge University Press, Cambridge 2007.
- Tidd, J., Bessant, J., *Managing Innovation. Integrating Technological, Market and Organisational Change*, JW&S, 2013.

F. Supplementary literature

- Chesbrough, H.W, *Open Business Models. How to Thrive in the New Innovation Landscape*, Harvard Business School Press, Boston, MA 2006.
- Dodgson, M., D. Gann and A. Salter, *Think, Play, Do: Technology and Organisation in the Emerging Innovation Process*, Oxford University Press, Oxford, 2005.
- Marketing of innovation, LEIA Technological Development Center, 2000, www.urenio.org;
 link: <http://www.netmba.com/marketing/mix>.

G. Author's most important publications concerning the offered course

- Lewandowska, M. S. (2018). *Koncepcja otwartych innowacji. Perspektywa polskich przedsiębiorstw przemysłowych*. Oficyna Wydawnicza SGH, Warszawa.
- Lewandowska, M.S., Szymura-Tyc, M., Gołębiowski, T (2016). *Innovation complementarity, cooperation partners, and new product export: Evidence from Poland*. "Journal of Business Research", vol. 69(9), pp. 3673-3681; [DOI:10.1016/j.ibusres.2016.03.028](https://doi.org/10.1016/j.ibusres.2016.03.028)
- Gołębiowski, T., Lewandowska, M.S., (2015). *Influence of internal and external relationships of foreign subsidiaries on innovation performance. Evidence from Germany, Czech Republic and Romania*. "Journal for East European Management Studies", vol. 20(3), pp. 304-327, 304-327; [DOI:10.1688/JEEMS-2015-03-Golebiowski](https://doi.org/10.1688/JEEMS-2015-03-Golebiowski)
- M.A. Weresa, M.S. Lewandowska, (2014), *Innovation System Restructuring in Poland in the Context of EU Membership* in: M.A. Weresa (ed.), (2014), *Poland: Competitiveness Report 2014. A Decade in the European Union*, WERI, Warsaw School of Economics, Warsaw
- Lewandowska, M.S., (2012), *Partners and barriers in innovation cooperation. A survey of Polish exporters*, "Prace i Materiały Instytutu Handlu Zagranicznego Uniwersytetu Gdańskiego", Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2012, No. 31, pp. 520-537. 5.
- Lewandowska, M.S., Gołębiowski, T., (2012), *Complementarity between process- and organizational innovation of Polish exporters-research outcomes*, "Gospodarka Narodowa", No 5-6, pp. 29 -55. 6.

Lewandowska, M.S., Gołębiowski, T., (2012), *Relationships between product- and marketing innovations of Polish exporters - research outcomes*, "Zeszyty Naukowe" Kolegium Gospodarki Światowej SGH, Warsaw, No 33, pp. 230-258.

H. Numbers of required prerequisites

- Not required

I. Course size and mode

- Total: 40 hours

J. Final mark composition

Final Exam 50%

Group project 35%

Activity during the class 15%

K. Foreign language requirements

- English

L. Selection criteria

- Decision of Summer University Warsaw Academic Director based on on-line application at <http://suw.sgh.waw.pl>

M. Methods applied

Lecture combined with case studies discussion.