

dr Łukasz Patryk Woźny
email: lukasz.wozny@sgh.waw.pl
akson.sgh.waw.pl/lwozny/
semestr zimowy 2009

Strategie rynkowe

Lista artykułów:

- I **Wprowadzenie do teorii gier**
[Mas-Colell, Whinston, and Green \(1995\)](#): 7,8,9
- II **Zarządzanie strategiczne wewnątrz firmy**
Racja istnienie firmy: [Alchian and Demsetz \(1972\)](#)
Zagadnienie optymalnego kontraktu, motywacja i kariera: [Holmstrom and Milgrom \(1987\)](#), [Holmstrom and Milgrom \(1991\)](#), [Gibbons and Murphy \(1992\)](#)
Rankingi, turnieje i ścieżki karier w firmach: [Lazear and Rosen \(1981\)](#)
Efekt gapowicza i problemy pracy zespołowej: [Holmstrom \(1982\)](#)
Komplementarność wewnątrz firmy: [Kremer \(1993\)](#), [Milgrom and Roberts \(1990\)](#)
- III **Strategie rynkowe firmy**
Modele Bertranda, Cournot, i Stackelberga: [Amir \(1996\)](#), [Amir and Grilo \(1999\)](#)
Łączenie produktów: [Adams and Yellen \(1976\)](#)
Monopolista dóbr trwałego użytku: [Bulow \(1982\)](#)
Taksonomia strategii biznesowych: [Fudenberg and Tirole \(1984\)](#)
Rynki aukcyjne: [McAfee and McMillan \(1987\)](#) albo [Milgrom \(1989\)](#)
Wejście / wyjście z rynku: [Baumol \(1982\)](#), [Dixit \(1980\)](#), [Milgrom and Roberts \(1982\)](#), [Amir and Lambson \(2000\)](#)
Negatywna selekcja: [Akerlof \(1970\)](#), [Spence \(1973\)](#), [Maskin and Riley \(1984\)](#), [Myers and Majluf \(1984\)](#)
Dywersyfikacja: [Jovanovic and Gilbert \(1993\)](#)
Kontrola i przejęcia wertykalne: [Spengler \(1950\)](#), [Winter \(1993\)](#), [Bernheim and Whinston \(1998\)](#)
Fuzje i przejęcia horyzontalne: [Farrell and Shapiro \(1990\)](#), [Hay and Werden \(1993\)](#), [Werden and Froeb \(1998\)](#), [Jovanovic and Rousseau \(2002\)](#), [Jovanovic and Braguinsky \(2004\)](#), [Faria \(2008\)](#)
Przewaga konkurencyjna: [Schmalensee \(1982\)](#), [Lippman and Rumelt \(1982\)](#), [Klemperer \(1987\)](#), [Farrell and Shapiro \(1988\)](#)
- IV **Strategiczne analizy rynkowe**
Dynamika i cykl życia rynku: [Hopenhayn \(1992\)](#), [Jovanovic and MacDonald \(1994b\)](#), [Jovanovic and MacDonald \(1994a\)](#)

Literatura

- ADAMS, W., AND J. YELLEN (1976): "Commodity Bundling and the Burden of Monopoly," *Quarterly Journal of Economics*, 90(3), 475–98.
- AKERLOF, G. A. (1970): "The Market for 'Lemons': Quality Uncertainty and the Market Mechanism," *Quarterly Journal of Economics*, 84(3), 488–500.
- ALCHIAN, A. A., AND H. DEMSETZ (1972): "Production, Information Costs, and Economic Organization," *American Economic Review*, 62(5), 777–95.
- AMIR, R. (1996): "Cournot Oligopoly and the Theory of Supermodular Games," *Games and Economic Behavior*, 15(2), 132–148.
- AMIR, R., AND I. GRILO (1999): "Stackelberg versus Cournot Equilibrium," *Games and Economic Behavior*, 26(1), 1–21.
- AMIR, R., AND V. E. LAMBSON (2000): "On the effects of entry in Cournot markets," *Review of Economic Studies*, 67(2), 235–54.
- BAUMOL, W. J. (1982): "Contestable Markets: An Uprising in the Theory of Industry Structure," *American Economic Review*, 72(1), 1–15.
- BERNHEIM, B. D., AND M. D. WHINSTON (1998): "Exclusive Dealing," *Journal of Political Economy*, 106(1), 64–103.
- BULOW, J. (1982): "Durable-Goods Monopolists," *Journal of Political Economy*, 90(2), 314–32.
- DIXIT, A. (1980): "The Role of Investment in Entry-Deterrence," *Economic Journal*, 90(357), 95–106.
- FARIA, A. L. (2008): "Mergers and the market for organization capital," *Journal of Economic Theory*, 138(1), 71–100.
- FARRELL, J., AND C. SHAPIRO (1988): "Dynamic Competition with Switching Costs," *RAND Journal of Economics*, 19(1), 123–137.
- (1990): "Horizontal Mergers: An Equilibrium Analysis," *American Economic Review*, 80(1), 107–26.
- FUDENBERG, D., AND J. TIROLE (1984): "The Fat-Cat Effect, the Puppy-Dog Ploy, and the Lean and Hungry Look," *American Economic Review*, 74(2), 361–66.
- GIBBONS, R., AND K. J. MURPHY (1992): "Optimal Incentive Contracts in the Presence of Career Concerns: Theory and Evidence," *Journal of Political Economy*, 100(3), 468–505.
- HAY, G. A., AND G. J. WERDEN (1993): "Horizontal Mergers: Law, Policy, and Economics," *American Economic Review*, 83(2), 173–77.
- HOLMSTROM, B. (1982): "Moral Hazard in Teams," *Bell Journal of Economics*, 13(2), 324–340.

- HOLMSTROM, B., AND P. MILGROM (1987): "Aggregation and Linearity in the Provision of Intertemporal Incentives," *Econometrica*, 55(2), 303–28.
- (1991): "Multitask Principal-Agent Analyses: Incentive Contracts, Asset Ownership, and Job Design," *Journal of Law, Economics and Organization*, 7(0), 24–52.
- HOPENHAYN, H. A. (1992): "Entry, Exit, and Firm Dynamics in Long Run Equilibrium," *Econometrica*, 60(5), 1127–50.
- JOVANOVIĆ, B., AND S. BRAGUINSKY (2004): "Bidder Discounts and Target Premia in Takeovers," *American Economic Review*, 94(1), 46–56.
- JOVANOVIĆ, B., AND R. J. GILBERT (1993): "The Diversification of Production," *Brookings Papers on Economic Activity. Microeconomics*, 1, 197–247.
- JOVANOVIĆ, B., AND G. M. MACDONALD (1994a): "Competitive Diffusion," *Journal of Political Economy*, 102(1), 24–52.
- (1994b): "The Life Cycle of a Competitive Industry," *Journal of Political Economy*, 102(2), 322–47.
- JOVANOVIĆ, B., AND P. L. ROUSSEAU (2002): "The Q-Theory of Mergers," *American Economic Review*, 92(2), 198–204.
- KLEMPERER, P. (1987): "Markets with Consumer Switching Costs," *Quarterly Journal of Economics*, 102(2), 375–94.
- KREMER, M. (1993): "The O-Ring theory of economic development," *Quarterly Journal of Economics*, 108(3), 551–575.
- LAZEAR, E. P., AND S. ROSEN (1981): "Rank-Order Tournaments as Optimum Labor Contracts," *Journal of Political Economy*, 89(5), 841–64.
- LIPPMAN, S., AND R. RUMELT (1982): "Uncertain Imitability: An Analysis of Interfirm Differences in Efficiency under Competition," *Bell Journal of Economics*, 13(2), 418–438.
- MAS-COLELL, A., M. D. WHINSTON, AND J. R. GREEN (1995): *Microeconomic theory*. Oxford University Press.
- MASKIN, E., AND J. RILEY (1984): "Monopoly with Incomplete Information," *RAND Journal of Economics*, 15(2), 171–196.
- MCAFEE, R. P., AND J. MCMILLAN (1987): "Auctions and Bidding," *Journal of Economic Literature*, 25(2), 699–738.
- MILGROM, P. (1989): "Auctions and Bidding: A Primer," *Journal of Economic Perspectives*, 3(3), 3–22.
- MILGROM, P., AND J. ROBERTS (1982): "Limit Pricing and Entry under Incomplete Information: An Equilibrium Analysis," *Econometrica*, 50(2), 443–59.

- (1990): “The economics of modern manufacturing: technology, strategy, and organization,” *American Economic Review*, 80(3), 511–528.
- MYERS, S. C., AND N. S. MAJLUF (1984): “Corporate Financing and Investment Decisions When Firms Have Information That Investors Do Not Have,” *Journal of Financial Economics*, 13(2), 187–221.
- SCHMALENSEE, R. (1982): “Product Differentiation Advantages of Pioneering Brands,” *American Economic Review*, 72(3), 349–65.
- SPENCE, A. M. (1973): “Job Market Signaling,” *Quarterly Journal of Economics*, 87(3), 355–74.
- SPENGLER, J. J. (1950): “Vertical Integration and Antitrust Policy,” *Journal of Political Economy*, 58, 347–352.
- WERDEN, G. J., AND L. M. FROEB (1998): “The Entry-Inducing Effects of Horizontal Mergers: An Exploratory Analysis,” *Journal of Industrial Economics*, 46(4), 525–43.
- WINTER, R. A. (1993): “Vertical Control and Price versus Nonprice Competition,” *Quarterly Journal of Economics*, 108(1), 61–76.