

Competition & Competitiveness in the Digital Economy



The course on Competition highlights the main economics basis of competition behaviours and developments with a strong emphasis on the Digital Economy features such as for example the price setting algorithms or the impact of the sharing economy on the markets (Uber, Airbnb, etc.). The course scrutinizes the competition patterns in digital markets as well as the competition patterns in digital networks and platforms. The course on Competitiveness - organized in collaboration with the Institute for Strategy and Competitiveness led by Michael Porter (Harvard Business School) - focuses on the main drivers of competitiveness and how to strengthen the competitiveness of a company. New developments of firms strategies such as created shared value strategies are presented. This course covers inter alia the role of clusters, the impact of the Smart Connected Products and of the so-called "Augmented Reality Technologies" on firms' competitiveness and the new business opportunities offered by the Smart Cities based on digital technologies.

Competition - 12th - 13th November 2019

Economic fundamentals of competition

- Definition of the relevant markets
- Economic basis of competition policy

Firms behaviors fundamentals affecting competition

- Horizontal agreements
- Vertical restraints
- Abuse of dominant position
- Mergers and acquisitions

Competition fundamentals in the digital economy

- Drivers in digital markets
- Competition patterns in digital networks and platforms (eg. Google)
- Disruptive new market entrants of the sharing economy (eg. Uber, Airbnb)

Competitiveness - 14th - 15th November 2019

Overall Framework

- Defining competitiveness based on productivity
- Macroeconomic Determinants
- Microeconomic Determinants

Drivers Firms' Competitiveness

- Competing on strategic positioning
- Impact of the Smart Connected Technologies
- Keys of a successful strategy
- Created shared value strategy

Business Environment Impacting Firms' Competitiveness

- Diamond model
- Role of physical and digital clusters to sustain firms' innovation & productivity
- Smart cities - challenges & opportunities for business

Top speakers

- Prof. Dr. Philippe Gugler – University of Fribourg
- Prof. Dr. Michael E. Porter – Harvard Business School and Bishop Lawrence University (via videotape)

Course location:
Course fee:
Course language:
Registration:

iimt - University of Fribourg
CHF 1'400.-- / per module
English
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