

Competition & Competitiveness in the Digital Economy



The course on Competition highlights the main economics basis of competition behaviors 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 - 10th - 11th November 2020

Economic fundamentals of competition

- Definition of the relevant markets
- Economic basis of competition policy
- Competition, industrial policy & Covid-19

Firms behaviors fundamentals affecting competition

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

Competition fundamentals in the digital economy

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

Competitiveness - 12th - 13th November 2020

Overall Framework

- Defining Competitiveness based on productivity
- Macroeconomic & Microeconomic determinants of competitiveness

Drivers Firms' Competitiveness

- Competing on strategic positioning
- Impact of the smart connected products & of "Augmented Reality Technologies" on firms' competitiveness
- Keys of a successful strategy
- Created shared value strategy

Business Environment Impacting Firms' Competitiveness

- Diamond model
- Role of physical & 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 fee/ module:
Course language:
Registration:

CHF 1'400.--
English
www.iimt.ch or iimt@unifr.ch

This course will take place:
As an online or as a presence course, depending on the current COVID-19 situation in November.