

UNIVERSIDADE FEDERAL DE MINAS GERAIS  
CEDEPLAR-UFMG

**MICROECONOMIA EVOLUCIONÁRIA**

(2023 - 1º semestre)

Prof. Eduardo da Motta e Albuquerque

(segundas-feiras, 9h20m-11h, 11h10m-12h50m)

**PROPOSTA PRELIMINAR DE PROGRAMA**

**EMENTA**

Elementos básicos para uma microeconomia evolucionária. Microeconomia pós-www. Fundamentos teóricos revisitados após a emergência da www (inovação, informação, racionalidade, empresário, demanda, mercado). As firmas e as metamorfoses de suas fronteiras. Evolução de indústrias. Organizações e mercados. Sistemas complexos e economia evolucionária.

**APRESENTAÇÃO: como a emergência da www impacta os fundamentos de uma microeconomia evolucionária?**

**I- ELEMENTOS BÁSICOS PARA UMA MICROECONOMIA EVOLUCIONÁRIA**

I.1) Um esquema proposto por Dosi (1997)

**II- UMA MICROECONOMIA DA "ERA PÓS-WWW" ?**

II.1) Revoluções tecnológicas e a emergência da www – um novo *big bang*?  
(Perez, 2010; Berners-Lee, 2000; Pinheiro, 2022)

II.2) Uma *data economy*? (Srnicek, 2017)

II.3) *The economics of two-sided markets*: Rochet e Tirole (2003);  
Rysman (2009); Tirole (2015, pp. 1674-1676)

II.4) Economia digital (Goldfarb et al, 2019; Varian, 2010).

II.5) WWW, Google e uma microeconomia para uma nova fase do capitalismo Global (Zuboff, 2019)

**III- REVISITAR OS FUNDAMENTOS TEÓRICOS DE UMA MICROECONOMIA EVOLUCIONÁRIA APÓS A WWW**

III.1) Inovação e sistemas auto-organizados (Schumpeter, 1911; Perez, 2010;  
Ribeiro et al, 2017, 2019)

III.2) Informação (Arrow, 1962); Dados e o processo de produção de valor (The Economist, 2017; Acquist et al, 2016)

III.3) Racionalidade (Simon, 1978, 1979, 1997, Kahneman, 2013; Freud, 1931)

III.4) Visões sobre o empresário (Kirzner, 1997)

III.5) Demanda (Nelson & Consoli, 2010; Melo, 2019)

III.6) Mercado, concorrência e assimetria (Schumpeter, 1942), rotinas, busca e seleção (Nelson & Winter, 1982).

#### **IV- FIRMAS, SUAS METAMORFOSES**

- IV.1) Plataforma: a firma da era www? (Srnicek, 2017, capítulo 2; Unctad, 2019)
- IV.2) Uma **revisão** sobre teoria(s) da firma: Custos de transação (Coase, 1937; Williamson, 1985); a emergência da “empresa industrial moderna” (Chandler, 1977, 1990) e visões críticas (Lamoreaux et al, 2003, Langlois, 2003); “capacitação organizacional” (Penrose, 1959; Chandler, 1992); estrutura, estratégia e capacitações centrais (Freeman & Soete, 1997; Nelson, 1991); a firma multinacional (Hymer, 1970; Dunning e Lundan, 2009).
- IV.3) As metamorfoses nas fronteiras das firmas (Williamson, 1985; Richardson, 1972; Langlois, 1994, 2003; Holmstrom & Roberts, 1998).

#### **V- A FIRMA MULTINACIONAL**

- V.1) A elaboração de Hymer (1970)
- V.2) A síntese de Dunning e Lundan (2009)
- V.3) GVCs e governança na esfera global (UNCTAD, 2011, 2013)
- V.4) Multinacionais e TICs (Cantwel, 2008)

#### **VI- EVOLUÇÃO DE INDÚSTRIAS**

- VI.1) Ciclo de vida da indústria (Agarwal & Gort, 1996; Klepper, 1997)
- VI.2) Dinâmica e evolução das indústrias (Malerba & Orsenigo, 1996)
- VI.3) Estudos sobre natalidade e mortalidade de empresas (Caves, 1998; Klepper & Simons, 1997; *Industrial and Corporate Change*, v. 24, n. 4, 2016)
- VI.4) Evolução de indústrias: estudos de casos (Chandler, 2005a, 2005b, Greenstein, 2014)

#### **VII- ORGANIZAÇÕES E MERCADOS**

- VII.1) Como integrar as instituições do capitalismo contemporâneo
- VII.2) Organização e mercados: Simon revisita o debate sobre plano e mercado (Simon, 1991)
- VII.3) A proposta para reabrir o debate (Murrel, 1983; Caldwell, 1997)
- VII.4) O debate recolocado pela emergência da www (Morozov, 2019)

#### **VIII- SISTEMAS COMPLEXOS COMO UM AR CABOUÇO TEÓRICO PARA UMA MICROECONOMIA EVOLUCIONÁRIA**

- VIII.1) Intuições de clássicos da economia sobre “sistemas complexos”
- VIII.2) Sistemas complexos segundo a física (Goldenfeld e Kadanof, 1999)
- VIII.3) A especificidade da economia como um sistema complexo (Ribeiro et al, 2017)
- VIII.4) *Santa Fé Institute* (Arthur, 2010, 2013; Fontana, 2010)
- VIII.5) Redes e sistemas complexos (Barabási, 2016)
- VIII.6) Sistemas complexos e economia evolucionária (Arthur, 2021)

## REFERÊNCIAS BIBLIOGRÁFICAS

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## CRONOGRAMA

#	DIA	TEMA	BIBLIOGRAFIA
01	06/03/2023	Apresentação	Programa do curso
		Elementos básicos	Dosi (1997)
02	13/03/2023	Revolução tecnológica e a www	Perez (2010), Pinheiro (2022)
		A emergência de uma <i>data economy</i>	Srnicek (2017)
03	20/03/2023	Uma microeconomia pós-www?	Rochet e Tirole (2003)
			Goldfarb et al (2019)
04	27/03/2023	Inovação e dinâmica	Schumpeter (1911), Perez (2010)
		Um sistema auto-organizado?	Ribeiro et al (2017, 2019)
05	03/04/2023	Informação	Arrow (1962)
		Dados e informação	Jones (2020)
06	10/04/2023	Racionalidade	Simon (1978), Kahneman (2013)
			Freud (1932)
07	17/04/2023	Empresário	Schumpeter (1911)
			Kirzner (2007)
08	24/04/2023	Demandas	Nelson e Consoli (2010)
			Melo (2019)
09	08/05/2023	Mercado	Schumpeter (1942), Hayek (1944)
			Isabelle Weber (2021)
10	15/05/2023	Firmas e suas metamorfoses	Holmstrom e Roberts (1998)
			Langlois (2003)
11	22/05/2023	A firma multinacional	Hymer (1970)
			Dunning and Lundan (2009)
12	29/05/2023	Estudo de caso 1: ASML	Seminário
		Estudo de caso 2: Google	Seminário
13	05/06/2023	Evolução de indústrias	Klepper (1997)
			Chandler (2005), Greenstein (2014)
14	12/06/2023	Organizações e mercado	Simon (1991)
15	19/06/2023	Sistemas complexos	Arthur (2021)
		Arcabouço para uma microeconomia evolucionária?	
TF	03/07/2023	ENTREGA TRABALHO FINAL	

### AVALIAÇÃO:

- Participação nos Seminários: 30 pontos
- Roteiros trabalho final: 30 pontos
- Trabalho final: 40 pontos