

UNIVERSIDADE FEDERAL DE MINAS GERAIS
CEDEPLAR-UFMG

MICROECONOMIA EVOLUCIONÁRIA

(2024 - 1º semestre)

Prof. Eduardo da Motta e Albuquerque

(quartas-feiras, 14h30m-16h10m)

PROGRAMA

EMENTA

Elementos básicos para uma microeconomia evolucionária. Fundamentos teóricos (inovação, informação, racionalidade, empresário, demanda, mercado). As firmas e as metamorfoses de suas fronteiras. A firma multinacional. Evolução de indústrias. Microeconomia pós-www. Organizações e mercados.

I. A ECONOMIA EVOLUCIONÁRIA NA HISTÓRIA DO PENSAMENTO ECONÔMICO

I.1) Localizar esta disciplina na história do pensamento econômico.

II- ELEMENTOS BÁSICOS PARA UMA MICROECONOMIA EVOLUCIONÁRIA

II.1) Discutir um esquema proposto por Dosi (1997)

III- FUNDAMENTOS TEÓRICOS DE UMA MICROECONOMIA EVOLUCIONÁRIA

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

III.2) Informação, dados (Arrow, 1962; Jones et al, 2000)

III.3) Racionalidade (Simon, 1978, 1979, 1997, Kanehman, 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), superposição de camadas (Vilela, 2023)

III.7) Sistemas complexos, redes e a economia (Goldenfeld e Kadanof, 1999; Barabási, 2016; Arthur, 2021)

IV- FIRMAS, SUAS METAMORFOSES

IV.1) 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, 2023); “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.2) Plataforma: a firma da era www? (Srniczek, 2017, capítulo 2; Unctad, 2019)
- IV.3) As metamorfoses nas fronteiras das firmas (Williamson, 1985; Richardson, 1972; Langlois, 1994, 2003; Holmstrom & Roberts, 1998; Chuma, 2006).

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- UMA MICROECONOMIA DA "ERA PÓS-WWW" ?

- VII.1) Revoluções tecnológicas e a emergência da www – um novo *big bang*? (Perez, 2010; Berners-Lee, 2000; Pinheiro, 2022)
- VII.2) Uma *data economy*? (Srniczek, 2017)
- VII.3) *The economics of two-sided markets*: Rochet e Tirole (2003); Rysman (2009); Tirole (2015, pp. 1674-1676)
- VII.4) Economia digital (Goldfarb et al, 2019; Varian, 2010).
- VII.5) www, Google, propaganda (Zuboff, 2019)

VIII- ORGANIZAÇÕES E MERCADOS

- VIII.1) Como integrar as instituições do capitalismo contemporâneo
- VIII.2) Organização e mercados: Simon revisita o debate sobre plano e mercado (Simon, 1991)
- VIII.3) A proposta para reabrir o debate (Murrell, 1983; Caldwell, 1997)
- VII.4) O debate recolocado pela emergência da www (Morozov, 2019)
- VII.5) Organizações, mercados e a economia como um sistema complexo (Simon, 1991, Langlois, 2023)

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CRONOGRAMA

#	DIA	TEMA	BIBLIOGRAFIA
01	06/03/2024	Apresentação	Programa do curso
		Elementos básicos	Dosi (1997)
02	13/03/2024	Inovação e dinâmica	Schumpeter (1911), Perez (2010)
		Um sistema auto-organizado?	Ribeiro et al (2017)
03	20/03/2024	Informação	Arrow (1962)
		Dados e informação	Jones (2020)
04	27/03/2024	Racionalidade	Simon (1978), Kahneman (2013)
			Freud (1932)
05	03/04/2024	Empresário	Schumpeter (1911)
			Kirzner (2007)
06	10/04/2024	Demanda	Nelson e Consoli (2010)
			Melo (2019)
07	17/04/2024	Mercado	Schumpeter (1942), Hayek (1944)
			Isabelle Weber (2021)
08	24/04/2024	Sistemas complexos	Goldenfeld e Kadanoff (1999)
			Arthur (2021)
09	08/05/2024	Teorias da firma	Coase (1937), Chandler (1977)
			Williamson (1985), Langlois (2023)
10	15/05/2024	Firmas e suas metamorfoses	Holmstrom e Roberts (1998)
			Langlois (2003, 2023)
11	05/06/2024	A firma multinacional	Hymer (1970)
			Dunning and Lundan (2009)
12	12/06/2024	Evolução de indústrias	Klepper (1997)
			Chandler (2005), Greenstein (2014)
13	19/06/2024	Uma microeconomia pós-www?	Rochet e Tirole (2003)
			Goldfarb et al (2019)
14	26/06/2024	Revoluções tecnológicas e a www	Perez (2010), Pinheiro (2022)
		A emergência de uma <i>data economy</i>	Srniczek (2017)
15	03/07/2024	Organizações e mercado	Langlois (2023)
			Simon (1991)

AVALIAÇÃO:

- Trabalho final: 100 pontos