

FACULTAD DE ECONOMIA

ORGANIZACION INDUSTRIAL 99-1

Profesores

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Objetivo

El objetivo del curso es introducir a los estudiantes al estudio de mercados desde el punto de vista teórico. Las aplicaciones correrán a cargo de los estudiantes con la realización de un trabajo final.

Calificación

Cada profesor es responsable de un 35% de la nota sobre su tema. El trabajo final entregado y presentado por los estudiantes tiene un valor del 30%.

Se recomiendan dos textos para el curso que se complementan con los artículos recomendados. Éstos son:

Tirole, J. (1990) *The Theory of Industrial Organization*. Introducción. The MIT Press.
 Shy, Oz. (1997) *Industrial Organization*. MIT Press.

Programa

Introducción: La escuela Estructura-Conducta-Desempeño y la nueva Organización Industrial

- (*) Tirole, J. (1990) *The Theory of Industrial Organization*. Introducción. The MIT Press.
- Scherer, F. & D. Ross (1990) *Industrial Market Structure and Economic Performance*, 3ª Edición. Cap. 1. Chicago, IL, Rand McNally.
- (*) Schmalensee, R. (1989) "Inter Industry Studies of Structure and Performance". Cap. 16 de R. Schmalensee & R. Willig (eds) *Handbook of Industrial Organization*. North Holland.

Tecnología, costos de producción y Demanda

Cualquier texto de microeconomía de pregrado es útil.

Poder monopólico y sus límites

- (*) Shy, Oz. (1997) *Industrial Organization*.
- Vickers, J. "Market Power and Inefficiency: A Contracts Perspective" *Oxford Review of Economic Policy* 12: 11-26.

La Firma. El modelo Principal-Agente

- (*) Tirole, J. (1990) *The Theory of Industrial Organization*. The Theory of the Firm.
- Holmstrom & Tirole (1989) "The Theory of the Firm" Cap. 2 en R. Schmalensee & R. Willig *Handbook of Industrial Organization*. North Holland.
- (*) Holmstrom, B. (1979) "Moral Hazard and Observability" *Bell Journal of Economics* 10 Spring: 74-91.

Salanié, B. (1997) *The Economics of Contracts*. Introducción y Capítulo 5. The MIT Press

Modelos Estáticos de oligopolio con curvas de reacción. Teoría y estática comparativa

- (*) Dixit, A. (1986) "Comparative Statics for Oligopoly," *International Economic Review* 27:107-22.
 Shapiro, C. (1989) "Theories of Oligopoly Behaviour." Cap. 6 de R. Schmalensee & R. Willig (eds) *Handbook of Industrial Organization*. North Holland

Sustitutos y complementos estratégicos

- (*) Tirole, J. (1990) *The Theory of Industrial Organization*. Introducción a la Sección de Estrategia.
 Bulow, J., Geanakoplos J. & Klemperer P. (1985) "Multimarket Oligopoly: Strategic Substitutes and Complements," *Journal of Political Economy* 93: 488-511.
 Farrell, J. y C. Shapiro (1990) "Horizontal Mergers: an Equilibrium Analysis," *American Economic Review* 80:107-26.

Aplicación a industrias con poder monopolístico

- (*) Bresnahan, T. (1989) "Empirical Studies of Industries with Market Power" Cap. 17 de R. Schmalensee & R. Willig (eds) *Handbook of Industrial Organization*. North Holland.
 Gollop y Roberts (1983) "Firm Interdependence in Oligopolistic Markets", *Journal of Econometrics* 10: 313-31.

Discriminación por precios

Tirole, J. 1988. *The Theory of Industrial Organization*. Cambridge, MA. The MIT Press. Capítulo 3.

Competencia monopolística: Teoría y aplicaciones

Dixit, A. y J. Stiglitz (1977). "Monopolistic Competition and Optimum Product Diversity," *American Economic Review*, Vol. 67, No. 3, 297-308.
 Ethier, W (1982). "National and International Returns to Scale in the Modern Theory of International Trade," *American Economic Review*, Vol. 72, No.3, 389-405.
 Romer, P. (1990). "Endogenous Technological Change," *Journal of political Economy*, Vol. 98, No. 5, S71-S102.

Investigación & Desarrollo: Apropiabilidad y Excluibilidad.

Arrow, K. (1960). "Classificatory Notes on the Production and Transmission of Technological Knowledge," *American Economic Review*, Vol. 50, No. 1, 29-35.
 Arrow, K. (1962). "Economic Welfare and the Allocation of Resources to Invention," *The Rate and Direction of Inventive Activity: Economic and Social Factors*, Princeton U. Press.
 Romer, P. (1993). "Idea Gaps and Object Gaps in Economic Development," *Journal of Monetary Economics*, Vol. 32, No. 4, 543-573.

Investigación & Desarrollo: Teoría y Estrategia.

Dixit, A. (1988). "A General Model of R&D Competition and Policy," *Rand Journal of Economics*, Vol. 19, No. 3, 317-326.
 Grossman, G. y C. Shapiro (1986). "Optimal Dynamic R&D Programs," *Rand Journal of Economics*, Vol. 17, No. 4, 581-593.
 Katz, M. (1986). "An Analysis of Cooperative Research and Development," *Rand Journal of Economics*, Vol. 17, No. 4, 527-543.

Protección Intelectual: Licencias y Patentes

- Katz, M y C. Shapiro (1986). "How to License Intangible Property," *Quarterly Journal of Economics*, Vol. 101, No. 4, 567-590.
- Gallini, N. (1984). "Deterrence through Market Sharing: A Strategic Incentive for Licensing," *American Economic Review*, Vol. 74, No. 4, 931-941.
- Bhattacharya, S. y D. Mookherjee (1986). "Portfolio Choice in Research and Development," *Rand Journal of Economics*, Vol. 17, No. 4, 594-605.
- Gilbert, R. y D. Newberry (1982). "Preemptive Patenting and the Persistence of Monopoly," *American Economic Review*, Vol. 74, No. 2, 238-242.

Externalidades de Red

- Katz, M. y C. Shapiro (1994). "Systems Competition and Network Effects," *Journal of Economic Perspectives*, Vol. 8, No. 2, 93-115.
- David, P. (1985). "Clio and the Economics of QWERTY," *American Economic Review*, Vol. 75, No. 2, 332-337.
- Arthur, B. (1989). "Competing Technologies, Increasing Returns, and Lock-in by Historical Events," *Economic Journal*, Vol. 99, No. 1, 116-131.
- Katz, M. y C. Shapiro (1986). "Technology Adoption in the Presence of Network Externalities," *Journal of Political Economy*, Vol. 94, No. 4, 822-841.

Competencia de sistemas: Estándares y Compatibilidad

- Besen, S. y J. Farrell (1994). "Choosing How to Compete: Strategies and Tactics in Standardization," *Journal of Economic Perspectives*, Vol. 8, No. 2, 117-131.
- Farrell, J. y G. Saloner (1985). Standardization, Compatibility, and Innovation," *Rand Journal of Economics*, Vol. 16, No. 1, 70-93.
- Farrell, J. y G. Saloner (1986). "Installed Base and Compatibility: Innovation, Product Preannouncements and Predation," *American Economic Review*, Vol. 76, No. 3, 940-955.
- Klemperer, P. (1987). "Entry Deterrence in Markets with Consumer Switching Costs," *Economic Journal*, Vol. 97, No. 1, 99-117.
- Farrell, J. y C. Shapiro (1988). "Dynamic Competition with Switching Costs," *Rand Journal of Economics*, Vol. 19, No. 1, 123-137.
- Farrell, J. y G. Saloner (1992). "Converters, Compatibility, and the Control of Interfaces," *Journal of Industrial Economics*, Vol. 40, No. 1, 9-36.