

Athens University of Economics and Business
Department of International and European Economic Studies
MSc Program: International Business Economics & European Law & Economics
Course: Export Activity of Greek Firms and Innovation

Instructor:

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Course Syllabus

- Lecture 1: Concepts in export activity and innovation.
- Lecture 2: Firm level determinants of export activity.
- Lecture 3: Firm level determinants of innovation.
- Lecture 4: Firm level data: applications for policy and research.
- Lecture 5: Assignment 1: Present a paper on micro-exporting. Discuss implications for the Greek context.
- Lecture 6: An analysis of Greek exporters and innovators.
- Lecture 7: Discussion of how to frame a question empirically.
- Lecture 8: Assignment 2: Present case studies of Greek exporters. Use tools from Lectures 1-4 to describe the export activity of studied firms.

Grading:

60% exams 40% assignments.

Indicative Bibliography:

Miozzo, M., & Walsh, V. (2006). *International Competitiveness and Technological Change*. Oxford University Press.

Scotchmer, S. (2004). *Innovation and incentives*. MIT press.

OECD/Eurostat (2018), *Oslo Manual 2018: Guidelines for Collecting, Reporting and Using Data on Innovation*, 4th Edition, The Measurement of Scientific, Technological and Innovation Activities, OECD Publishing, Paris/Eurostat, Luxembourg.

Katsikeas, C. S., Leonidou, L. C., & Morgan, N. A. (2000). Firm-level export performance assessment: review, evaluation, and development. *Journal of the Academy of Marketing Science*, 28(4), 493–511.

Chen, J., Sousa, C. M. P., & He, X. (2016). The determinants of export performance: a review of

the literature 2006-2014. *International Marketing Review*, 33(5), 626–670.

Sousa, C. M. P., Martínez- López, F. J., & Coelho, F. (2008). The determinants of export performance: a review of the research in the literature between 1998 and 2005. *International Journal of Management Reviews*, 10(4), 343–374.

Wagner, J. (2012). International trade and firm performance: a survey of empirical studies since 2006. *Review of World Economics*, 148(2), 235–267.

Li, M., He, X. & Sousa, C.M.P. (2017). A Review of the Empirical Research on Export Channel Selection between 1979 and 2015. *International Business Review* 26(2): 303-323.

Zou, S., & Stan, S. (1998). The determinants of export performance: a review of the empirical literature between 1987 and 1997. *International Marketing Review*, 15(5), 333–356.

Krammer, S. M. S., Strange, R., & Lashitew, A. (2018). The export performance of emerging economy firms: the influence of firm capabilities and institutional environments. *International Business Review*, 27(1), 218–230.

Love, J. H., & Roper, S. (2015). SME innovation, exporting and growth: a review of existing evidence. *International Small Business Journal*, 33(1), 28–48.

Mansion, S. E., & Bausch, A. (2020). Intangible assets and SMEs' export behavior: a meta-analytical perspective. *Small Business Economics*, 55, 727–760.

Becheikh, N., Landry, R. and Amara, N. (2006). Lessons from innovation empirical studies in the manufacturing sector: A systematic review of the literature from 1993–2003. *Technovation*, 26(5), 644-664.

Organisation for Economic Co-operation and Development (OECD) (2009), *Innovation in Firms: A Microeconomic Perspective*, OECD Publishing, Paris, <https://doi.org/10.1787/9789264056213-en>.