Papers for the Complex Exam
Behavioural Economics

1. Rationality/irrationality vs. smart decision making: the methods of simplifying decisions and factors limiting rational decision-making

Altman, M. (2017) Introduction to smart decision-making. In Altman, M. (ed.) *Handbook of Behavioural Economics and Smart Decision-Making: Rational Decision-Making within the Bounds of Reason.* Cheltenham; Northampton, MA: Edward Elgar. pp. 1–8. https://www.elgaronline.com/view/9781782549574.00007.xml

Golman, R., Hagmann, D. and Loewenstein, G. (2017) Information avoidance. *Journal of Economic Literature, 55*(1): 96–135. https://doi.org/10.1257/jel.20151245

Kahneman, D. and Thaler, R. H. (2006) Anomalies: utility maximization and experienced utility. *Journal of Economic Perspectives, 20*(1): 221–234. https://doi.org/10.1257/089533006776526076

Loewenstein, G. (2000) Emotions in economic theory and economic behavior. *The American Economic Review, 90*(2): 426-432. https://doi.org/10.1257/aer.90.2.426

Mousavi, S., Meder, B., Neth, H. and Kheirandish, R. (2017) Heuristics: fast, frugal, and smart. In Altman, M. (ed.) *Handbook of Behavioural Economics and Smart Decision-Making: Rational Decision-Making within the Bounds of Reason*. Cheltenham; Northampton, MA: Edward Elgar. pp. 101–118 https://www.researchgate.net/publication/317597947_Heuristics_fast_frugal_and_smart

2. Decision biases: reasons, manifestations and consequences

DellaVigna, S. (2009): Psychology and economics: evidence from the field. *Journal of Economic Literature, 47*(2): 315–372. https://doi.org/10.1257/jel.47.2.315

Frederick, S.–Loewenstein, G.–O'Donoghue, T. (2002): Time discounting and time preference: A critical review. *Journal of Economic Literature, 40*(2): 351–401. https://doi.org/10.1257/jel.40.2.351

3. Relative consumption in a behavioural economic perspective

Alderson, A. S. and Katz-Gero, T. (2016) Compared to whom? Inequality, social comparison, and happiness in the United States. *Social Forces, 95*(1): 25–53. https://doi.org/10.1093/sf/sow042

Bilancini, E. and Boncinelli, L. (2008) Ordinal vs cardinal status: Two examples. *Economics Letters, 101*(1): 17–19. https://doi.org/10.1016/j.econlet.2008.03.027

Birdal, M. and Ongan, T. H. (2016) Why do we care about having more than others? Socioeconomic determinants of positional concerns in different domains. *Social Indicators Research, 126*(2): 727–738. https://doi.org/10.1007/s11205-015-0914-9

Crusius, J., Corcoran, K. and Mussweiler, T. (2022) Social Comparison: Theory, Research, and Applications. In *Theories in Social Psychology* (pp.165-187) https://www.researchgate.net/publication/353803747_Social_Comparison_Theory_Research_and_Applications

Kovács, K. (2015) The effects and consequences of simultaneously arising different network externalities on the demand for status goods. *Metroeconomica: International Review of Economics, 66*(3): 375–396. https://doi.org/10.1111/meca.12073

Innovation management

- complex exam questions –

1. The interpretations of innovation. The development of innovation models

- Varadarajan, R. (2018) Innovation, innovation strategy, and strategic innovation", Innovation and Strategy, Review of Marketing Research, Vol. 15, Emerald Publishing Limited, Bingley, 143-166.
- Miller P., Wedell-Wedellsborg T. (2013) Clearing the path to innovation, IESE Insight 16, 52-59.
- Taferner, B. (2017) A next generation of innovation models? an integration of the innovation process model big picture towards the different generations of models. Review of Innovation and Competitiveness: A Journal of Economic and Social Research, 3(3), 47-60.
- Piller F., West J. (2014) An interactive model of coupled open innovation, In: Chesbrough H. W. et al. New frontiers in open innovation, Oxford University Press, 29-49.

2. The role of innovations in creating consumer value

- Christensen C.M., Hall T., Dillon K., Duncan D. (2016) Know Your Customer's "Jobs to Be Done", Harvard Business Review, 94(9), 54-62.
- Day G. S., Shea G. (2020) Changing the Work of Innovation: A Systems Approach, California Management Review, 63(1), 41-60.
- Dell'Era, C., Magistretti, S., Cautela, C., Verganti, R., Zurlo, F. (2020) Four kinds of design thinking: From ideating to making, engaging, and criticizing. Creativity and Innovation Management, 29(2), 324-344.
- Nakata, C. (2020) Design thinking for innovation: Considering distinctions, fit, and use in firms. Business horizons, 63(6), 763-772.

3. Market and economic impact of disruptive innovation

- Christensen C. M., Raynor M. E., McDonald R. (2015) What is disruptive innovation?, Harvard Business Review, December, 1-11.
- O'Reilly, C., & Binns, A. J. (2019) The three stages of disruptive innovation: Idea generation, incubation, and scaling. California Management Review, 61(3), 49-71.
- Si, S., Chen, H. (2020) A literature review of disruptive innovation: What it is, how it works and where it goes. Journal of Engineering and Technology Management, 56, 101568.

Comprehensive exam

Operations Management

2025 Spring

1. The role of operations capabilities in achieving business strategy

- Porter, M.: What is strategy, *Harvard Business Review* (HBR), 1996, November-December, 61-78.
- Hayes R. H. and G. P. Pisano: Beyond World-Class: The New Manufacturing Strategy, HBR, 1994 Jan-Feb, 77-86.
- Sadun R, N. Bloom and J. van Reenen: Why do we undervalue competent management? HBR, 2017, Sept-Oct, 121-127
- Pisano, G. P. and W. C. Shih: Does America Really Need Manufacturing? HBR, March, 2012, 94-102
- Kim, W. C. and R. Mauborgne: Innovation doesn't have to be disruptive, HBR, May-June, 2023, 73-81

2. Inventory management: replenishment policies, evaluating the cycle service level

- Chopra, S. and P. Meindl: *Supply Chain Management*, Pearson, 2013, 318-321
- Fisher M. L.: Making Supply Meet Demand in an Uncertain World, HBR, 1994 May-June, 83-93
- Fisher M. L.: What is the Right Supply Chain for Your Product? HBR, 1997, March-April, 105-116
- Vörös, J.: An analysis of the dynamic price-quality relationship, *European Journal of Operational Research,* 2019, 277, 1037-1045

3. Competing through operation in the age of AI

- Iansiti, M. and K. R. Lakhani: Competing in the age of AI, HBR, 2020, Jan-Feb, 60-68
- Porter, M. and J. Heppelmann: How smart, connected products are transforming companies, HBR, Oct 2015, 97- 114
- Zeng, M.: Alibaba and the Future of Business, HBR, Sept-Oct, 2018, 88-96
- Eapen, T. T., D. J. Finkenstadt, J. Folk and L. Venkataswamy: How generative AI can augment human creativity, HBR, July-August, 2023, 57- 64.
- Barney, J. B. and M. Reeves: AI won't give you a new sustainable advantage, HBR, 2024, Sept-Oct,

Real options theory and practice

1. What is the fundamental concept of real options, and how can they be employed in the context of business decision-making? (Explain the similarities between real options and financial options and how they can assist companies in maintaining flexibility in their decisions.)
2. What is the relationship between strategic flexibility and real options, and what is the function of real options in assisting companies in managing uncertainty?
3. How can a company that is interested in entering a new market, but faces an uncertain environment, apply real options theory to increase the flexibility of its entry strategy? What methods can they employ to enhance the adaptability of their entry strategy by utilizing the theory of real options?