

ENGAGE.EU Certificate
Joint Programme in Digital Transformation

Digital Growth and Intellectual Property

Course Syllabus

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15-16 March 2024 & 22-23 March 2024

Course Abstract

The aim of this course is to introduce students to the challenges of corporate growth in modern digital economies, in particular with regard to accessing and developing digital assets and intellectual property. The course is organized in two parts. A first part focuses on the recent developments of the strategic management of patents in modern digital economies. Participants will discover the emergence and the role of the patent system in modern economies and how technological companies try to protect their innovations and to use their patent portfolios in service of their business strategies in a digital era. It covers internal strategies and ways to organize for managing patent and licensing strategies as well as patenting in collaborative arrangements. A second part addresses then more specifically external growth strategies to access patents but also more generally digital solutions and assets. It addresses in particular the strong increase in technology acquisitions and alliances in past years and introduces students to the particular strategic and organizational challenges that external digital growth induces (i.e. integrating and leveraging acquired intellectual property, transferring knowledge between companies and teams of engineers, implementing co-innovative practices between R&D departments from merging companies, etc.).

The course provides students with the relevant knowledge and perspectives to understand the management of intellectual property and growth strategies implemented by firms in modern digital economies. First, the course provides students with a managerial and strategic vision of patents, to raise awareness and inform decision-making in this area. Second, students will learn about managerial and strategic challenges of acquiring patents and digital assets in general and how to address them. After this course, students will understand

challenges associated with digital growth and intellectual property and are able to develop strategies to deal with such challenges.

Learning Objectives

Upon completion of this course, the students should be able to...

- ...name the recent developments of the strategic management of patents in modern digital economies.
- ...list patenting and licensing strategies.
- ...illustrate the emergence and the role of the patent system in modern economies.
- ...describe options to protect company's innovations.
- ...recommend decisions for patent portfolios with regard to a company's business strategy in the digital era.

Evaluation and Grading

Intellectual Property module (50% of the grade):

In teams of 2, students summarize and discuss an assigned text. 1-2 pages to be handed in to the instructor and shared with the whole group and 10-15-minute presentation during class (1-3 slides)

Digital Growth module (50% of the grade):

In groups of 4-5, students prepare a 15-20 minutes ppt presentation of their analysis of an as-signed case. All presentations take place Feb 11.

Readings

Arora A., Fosfuri A., Gambardella A. (2001), *Markets for Technology: The Economics of Innovation and Corporate Strategy*, MIT Press, Cambridge, MA.

Boudreau, K, L. Jeppesen, M.Miric (2022). *Profiting from Digital Innovation: Patents, Copyright and Performance*. *Research Policy*

Miric, M., K. Boudreau, L. Jeppesen (2019). *Protecting their digital assets: The use of formal & informal appropriability strategies by App developers*. *Research Policy*

Chesbrough (2003), *Open innovation: The new imperative for creating and profiting from technology*, Harvard Business School Press, Boston.

Cohen LH., Gurun U.G., Kominers S.D., (2017) Patent Trolling Isn't Dead—It's Just Moving to Delaware, Harvard Business Review.

Foray D. (2004), The economics of knowledge, MIT Press.

Lopez-Berzosa D., Gawer A., Camarillo G. (2016) Navigating the Patent Minefield Through Consortia. MIT Sloan Management.

Merges R. (2004) From Medieval Guilds to Open Source Software: Informal Norms, Appropriability Institutions, and Innovation. Conference on the Legal History of Intellectual Property.

Rivette K.G., Kline D. (2000), Rembrants in the attic: Unlocking the hidden value of patents, Harvard Business School Press.

Scotchmer, S., 2004. Innovation and Incentives. MIT Press, Cambridge,MA.

Somaya, D., Teece, D., & Wakeman, S. (2011). Innovating in Multi-Invention Contexts: Mapping Solutions to Technological and Intellectual Property Complexity. California Management Review, 5347-79.

Somaya, D., & Teece, D., E. Sheshinski, E. Strom and W. Baumol (Ed.) (2007). Patents, Licensing, and Entrepreneurship: Effectuating Innovation in Multi-Invention Contexts. Entrepreneurship, Innovation and the Growth Mechanism of Free-Market Economies Princeton NJ: Princeton University Press.

Pisano G., Teece D. (2007) How to Capture Value from Innovation: Shaping Intellectual Property and Industry Architecture. California Management Review.

Creemers, Rogier (2018): "China's social credit system: an evolving practice of control." https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3175792

Doctorow, Cory (2020): How to Destroy Surveillance Capitalism. <https://onezero.medium.com/how-to-destroy-surveillance-capitalism-8135e6744d59>

Liang, Fan, et al. (2018): "Constructing a data-driven society: China's social credit system as a state surveillance infrastructure." Policy & Internet 10/4: 415-453. <https://doi.org/10.1002/poi3.183>

Zuboff, S. (2019, January). Surveillance capitalism and the challenge of collective action. In New labor forum (Vol. 28, No. 1, pp. 10-29). Sage CA: Los Angeles, CA: SAGE Publications.

Zuboff, S., Möllers, N., Wood, D. M., & Lyon, D. (2019). Surveillance Capitalism: An Interview with Shoshana Zuboff. Surveillance & Society, 17(1/2), 257-266.

Sessions

FIRST SESSION: 15 March 2024, 12 pm – 6 pm

Early afternoon: module 1) Intellectual Property – Prof. Jamal Eddine Azzam – session 1

Late afternoon: module 2) Digital Growth – Prof. Nicola Mirc – session 1

SECOND SESSION: 16 March 2024, 9 am – 4 pm

Morning: module 1) Intellectual Property – Prof. Jamal Eddine Azzam – session 2

Afternoon: module 2) Digital Growth – Prof. Nicola Mirc – session 2

THIRD SESSION: 22 March 2024, 12 pm – 6 pm

Early afternoon: module 1) Intellectual Property – Prof. Jamal Eddine Azzam – session 3

Late afternoon: module 2) Digital Growth – Prof. Nicola Mirc – session 4

FOURTH SESSION: 23 March 2024, 9 am – 4 pm

Morning: module 1) Intellectual Property – Prof. Jamal Eddine Azzam – session 4

Afternoon: module 2) Digital Growth – Prof. Nicola Mirc – session 4

About the Lecturers

Jamal-Eddine Azzam is Associate Professor and Head of the Master in Innovation Management at Toulouse School of Management (University of Toulouse 1 Capitole, France). He completed his PhD in Management Science at Côte d'Azur University where he also served as Teaching and Research Assistant. He has been an academic guest at ETH Zurich, TIMGROUP (Chair of Technology and Innovation Management) and lecturer at the University of Aix-Marseille. His research focuses on strategy, innovation and patent management and has been published in various journal such as European Management Review, International Journal of Technology Management, Revue Française de Gestion and Management International.

Nicola Mirc is Full professor in Management Science, specializing in Strategy at Toulouse School of Management (University of Toulouse) and École Polytechnique. She is a researcher at TSM Research, focused on strategy. She is also an associate researcher at the CRG of Ecole Polytechnique, where she obtained her doctorate in 2011. Her work revolves around the management of organizational integration in mergers and acquisitions, which she studies mainly through a structurally-centered approach focused on the evolution of social networks during the post-acquisition period.