

Teorie firmy

Theory of the firm

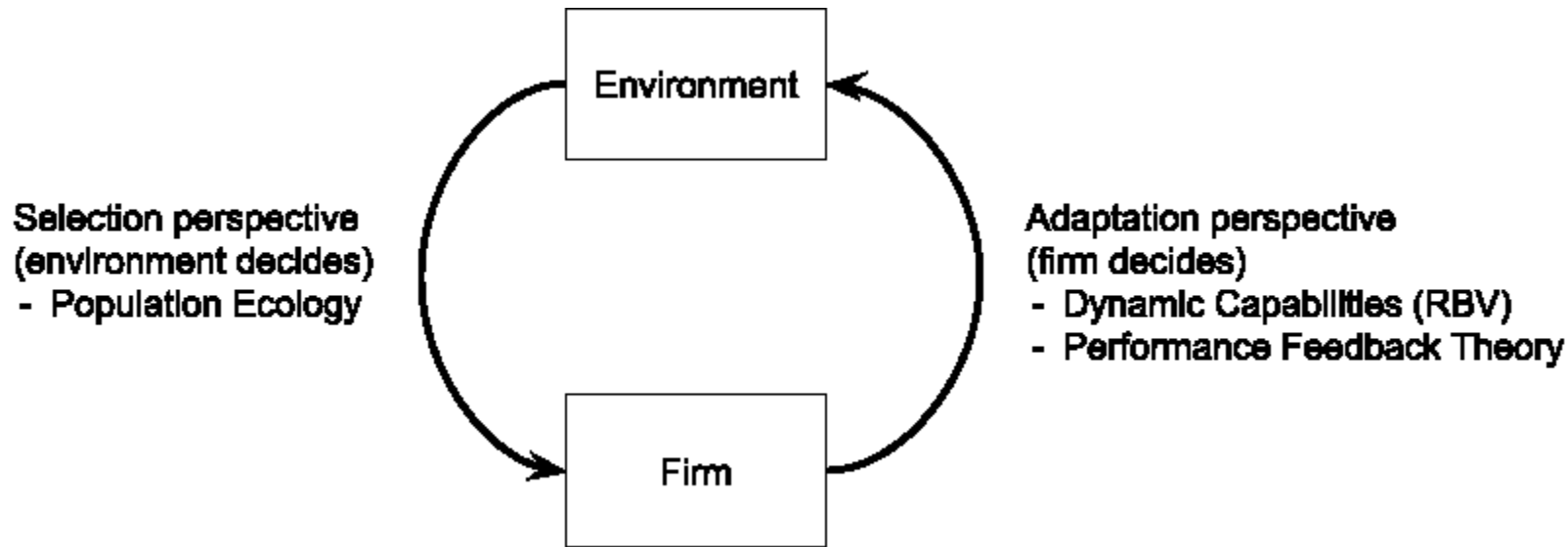
Overview of theories in the course

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List of theories

- Resource-Based View
 - Main interest: Sustainable competitive advantage (how the firm achieves above-average profits)
- Performance Feedback Theory
 - Main interest: Change making and risk taking (how the firm reacts to performance feedback)
- Organizational Ecology
 - Main interest: Survival and creation of firms (how selection forces of the environment shape firm population)

Environment-firm interaction



Who decides on success?

Selection perspective

- Environment decides on success/failure by selection processes
- The firm is passive

Adaptation perspective

- Firm adaptation to the environment decides on success/failure
- The firm is active

Theories and their levels

- Micro level – interest in firms' components (individuals, groups)
- Meso level – interest in individual firms
 - Resource-Based View
 - Performance Feedback Theory
- Macro level – interest in populations of firms
 - Organizational Ecology