

LSE MANAGEMENT AND ECONOMICS OF DIGITAL INNOVATION

Overview

Digital innovations transform the ways in which companies and individuals create and share information, offer innovative value creation propositions, define new economics patterns, and make possible unique business models.

Analysing the core managerial and economic strategies underpinning the success of the most recent digital innovation such as platforms and ecosystems; artificial intelligence algorithms; blockchain technologies; and gamification.

The course provides unique resources to understand how digital innovations change the economic dynamics of the contemporary economy and e-business practices.

Prerequisites: A university-level introductory course in management, economics, business studies, marketing, information systems or computer science. Students would benefit from some knowledge of elementary business and information technology.

Outcomes

- Understand what digital innovation is and how it shapes the contemporary economy.
- Learn the fundamental theories, framework, and strategies of management and economics that underpin digital innovations and business evolution.
- Understand how leading cases of digital innovations generate value and the associated challenges.
- Recognise the complexity of factors that shape digital innovations business models.

Key topics

- The management and economics of Digital Innovations – framing of the context.
- Economic theories – network economics; transaction costs theory; pricing theory.
- Strategic management for Digital Innovations – value creation in the networked economy; innovative business models.
- Platforms and ecosystems.
- Business cases – Artificial intelligence; Blockchain; Gamification.
- Digital innovations and pricing – innovation in price dynamics.
- Digital Innovations environment – organisational, legal, ethical and security issues.

Reading materials

- Chaffey, D., *e-Business and e-Commerce Management*, (Sixth Edition) Harlow, England: Pearson Education, (2014)