

1 Informações básicas

- Professora: Dra. Rosa Livia Gonçalves Montenegro (rosa.livia@ufjf.br).
Ano letivo: 2022 – 2º trimestre.
Nível: Pós-graduação em Economia.
Objetivo: Fornecer conhecimento sobre a dinâmica da ecoinovação e suas implicações sobre países e firmas, com destaque para questões relacionadas às políticas ambientais e tecnológicas.
Metodologia: Aulas teóricas expositivas; slides; aulas práticas.

Tópicos

1º : EcoInovações: conceito, *drivers* e efeitos econômicos

- Introdução à ecoinovação, definições e principais características;
- Obstáculos ao processo de desenvolvimento tecnológico ambiental;
- Determinantes da ecoinovação;
- Análise dos efeitos da ecoinovação na competitividade de curto e longo prazo, com enfoque micro e macroeconômico.

2º : Regulações e estratégias inovativas ambientais: uma visão sobre as firmas

- Papel da regulamentação ambiental no estímulo à ecoinovação e seus efeitos sobre a competitividade (hipótese de Porter);
- Análise da ecoinovação sob o enfoque de diferentes regulamentações ambientais;
- Estudos de caso de sucesso/falha relevantes;
- Aplicação de ferramentas em exercícios empíricos, a partir de bases de dados distintas (sob o enfoque de variáveis relacionadas aos determinantes tecnológicos ambientais).

3º : Políticas, iniciativas e propostas para o desenvolvimento de tecnologias ambientais

- Análise das agendas políticas de tecnologias ambientais entre países desenvolvidos e em desenvolvimento;
- Desafios, perspectivas e oportunidades para os países latino-americanos;
- Eficiência dinâmica da política tecnológica ambiental: efeitos em atividades setoriais e empresas;
- Propostas para a construção de uma agenda de políticas em prol do desenvolvimento tecnológico ambiental.

2 Sistema de Avaliação

Na disciplina haverá três avaliações:

A₁: Exercícios aplicados

A₂: Apresentação de seminários

A₃: Artigo final

A média final (MF) será calculada pela seguinte equação:

$$MF = 0,30 \cdot MA_1 + 0,30 \cdot A_2 + 0,40 \cdot A_3$$

em que MA₁ representa a média das listas de exercícios. O conceito final será baseado nos seguintes intervalos da média final: de 90 a 100 – A (excelente); de 80 a 89 – B (bom); De 70 a 79 – C (regular); 69 ou menor – R (reprovado).

3 Referências primárias

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4 4- Referências complementares

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