# Leonardo Ortega

## Contact Information

PhD Student (3rd Year)

Strategy and Innovation

Scheller College of Business

Georgia Institute of Technology

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## Description of the Course of Graduate Study pursued

- Major: Strategy and Innovation (Georgia Tech, 2017-2019)
  - Strategy and Innovation Seminar: this course is designed to expose doctoral students to a broad foundation of strategic management research.
  - Entrepreneurship Seminar: this course reviews the recent theoretical and empirical literature on entrepreneurship, firm formation, and young firms.
  - Economics of Innovation Seminar: this course analyzes the use of basic economic methods to study how firms make decisions and interact in markets, with focus on the economics and management of technology.
  - Technology, Organization, and Strategy Seminar: this course provides an overview of important scholarship in the economics and strategy of innovation, technological change and intellectual property rights and examines the role of innovation and intellectual property protections in firm strategy
- Minor: Economics (Georgia Tech, 2017-2019) (traditional first and second year sequence at the department of economics)
  - Advanced Microeconomic Theory I & II
  - Market Structure and Imperfect Competition
  - Econometrics I & II

## Description of general research interests

My research interests focus on how international markets affects the firm incentives to innovate. Currently, I am studying how the demand for technologies of U.S. firms is affected by Chinese import competition. Also, I am working on how new technologies and the subsequent new market opportunities in the global market affects the incentives to innovate for exporting firms. The 2020 Economics of Digitization tutorial at the National Bureau of Economic Research (NBER) is a great opportunity to complement my research interests in international business and innovation. In particular, I would like to have a better understanding how lower costs of information and search generate new business opportunities at the national and international scale. My current committee members are Pian Shu, Alex Oettl, and Stuart Graham.

I thank you for your time and consideration, and I hope to be able to join the 2020 Economics of Digitization tutorial.

Leonardo Ortega