

Part 3 | Strategy Analysis Resource Based View

This additional material is not mandatory for passing the examination. It should help participants of the certificate course to follow the ongoing discussion on the different issues which are taught and mentioned within the learning material. It is dedicated to make the participants familiar with the fact, that there is a lively and sometimes controversial discussion on the different aspects of IP management. It should also give access to additional resources for common definitions, explanations and further reading material.

Chapter 1: Performance Differences - RBV

[Resource Based View \(RBV\) of Competitive Advantages: Importance, Issues and Implications](#) (Paper)

[Resource Based View](#) (WWW Source)

[The Resource-Based View \(RBV\) of the Firm](#) (YouTube)

[Seminal Paper Series: Barney 1991 "Firms Resources and Sustained Competitive Advantage"](#) (Youtube)

[Resource Based View \(RBV\): Advantages and Disadvantages](#) (WWW Source)

Chapter 2: Core Competencies and Resources

[Core Competency](#) (wiki)

[The concept of Core Competency](#) (SlideShare)

[Resource](#) (wiki)

Chapter 3: VRIN-Resources

[The resource-based view, VRIO, and managerial practice](#) (Paper)

[Resource-Based View – Applying the VRIO Framework](#) (YouTube)

[McDonald's VRIO/VRIN Analysis & Value Chain Analysis](#) (RBV) (WWW Source)

[Resource Based View of the Firm by Jay Barney](#) (YouTube)

Chapter 4: Dynamic Capabilities

[Dynamic capabilities](#) (wiki)

[Dynamic Capabilities and Strategic Management](#) (Paper)

[What are Dynamic Capabilities and their role in Strategy](#) (WWW Source)

[Dynamic Capabilities: An Introduction](#) (YouTube)

Chapter 5: From Resources to Rents

[Economic rent](#) (wiki)

[Explaining Economic Rent](#) (YouTube)

[Resource rent](#) (wiki)

Chapter 6: The Role of IP in RBV

[The Strategic Management of Intellectual Property: Patent Value and Acquisitions](#)

(University of Oxford, PhD-Thesis)

[Intellectual Capital as the Source of Competitive Advantage: The Resource-Based View](#)

(Paper)

[How Intellectual Property Management Capability and Network Strategy Affect Open Technological Innovation in the Korean New Information Communications Technology Industry](#) (Paper)