

## Strategic Management Seminar



### Dr. Marvin Lieberman

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Anderson School of Management, UCLA

#### **How Economic Value is Created and Distributed Among Firms and Their Stakeholders: Application of the VCA Model in Strategic Management Research**

Friday, October 22, 2021 | 2:30—5:00 pm

#### Bio

Marvin Lieberman holds the Harry and Elsa Kunin Chair in Business and Society at the UCLA Anderson School of Management, where he serves as chair of the Strategy area and Senior Associate Dean and Director of the Doctoral Program. He received his B.A. and Ph.D. degrees (in Economics and Business Economics, respectively) from Harvard University. He is a Fellow of the Strategic Management Society and currently serves as the Society's Media Innovations Co-Editor. He is the author of numerous articles in professional journals on topics such as cost reduction and productivity improvement, market entry and exit, strategic investment, resource redeployment, and value-based strategy.

#### Abstract

Through technological and managerial advances, firms (and their suppliers) create economic value. The resulting gains are distributed among stakeholders, including customers, suppliers, employees and shareholders. The VCA model provides a methodology to quantify this process of value creation and distribution. In this presentation I will describe recent and ongoing work to apply the VCA model in strategic management research.