



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA IZOBRAŽEVANJE,  
ZNANOST IN ŠPORT



EVROPSKA UNIJA  
EVROPSKI  
SOCIALNI SKLAD  
NALOŽBA V VAŠO PRIHODNOST

Vipava, 11th April 2022

Invitation to a lecture at the Economics and Organisation of the Enterprise:

### ***Influence of market structures on business operations***

Between 14<sup>th</sup> April 2022 and 24<sup>th</sup> April 2022, School of engineering and management, University of Nova Gorica, will host adj. prof. Veronika Dolar, a professor at the State University of New York at Old Westbury.

Hosting is provided as part of the operation *Foreign Experts and Flexible Forms of Learning for Better Knowledge, Skills and Competences and Better Employability of Students of the University of Nova Gorica* funded by the ESF - European Social Fund.

The lectures will be held in Slovene language and will take place in lecture room P 2.1 at the University headquarters, in the Lanthieri mansion, Glavni trg 8, 5271 Vipava.

Schedule: Tuesday, 19<sup>th</sup> April 2022 at 1 p.m. (4 hours) and Friday, 22<sup>nd</sup> April 2022 at 9 a.m. (4 hours)

More about the content of the lecture:

Economists like to assume that markets are perfectly competitive, since competitive markets lead to a number of highly desirable things. Competition leads to efficiency, cost reduction, lower prices, better quality. On the other hand, monopolies have long been known to create inefficiencies and create a big loss to the society at large. In these lectures we will take a look at how market structure matters for the conduct and performance of firms. In addition, we will use empirical industrial organization (IO) data to see what the data has to say about the current state of various markets. Cases from different sectors, including food and wine sector, will be presented.

More information: secretary's office (Glavni trg 8, 5271 Vipava, [info.ptf@ung.si](mailto:info.ptf@ung.si)).