**Scheda insegnamento**

**Modulo di “Management Internazionale” / “International Management”**

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|  | **Italiano** | **English** |
| **Docente/Instructor**  | Andrea RunfolaAntonio PicciottiMarina Gigliotti | Andrea RunfolaAntonio PicciottiMarina Gigliotti |
| **Titolo/Title**  | Management Internazionale | International Management |
| **Contenuti/Contents** | **Teorie di management:** * La contestualizzazione teorica della ricerca
* Le principali teorie di management: dalla resource based view alle dynamic capabilities
* La definizione delle domande di ricerca in ambito manageriale: dalla curiorità alla scoperta

**Il comportamento del consumatore*** Prospettive teoriche positiviste (razionale, comportamentale, cognitivo)
* Prospettive teoriche non positiviste o interpretative
* Fare ricerca sul comportamento del consumatore

**L’impresa sociale*** Il concetto di impresa sociale
* Impresa sociale e imprenditorialità sociale
* I percorsi di innovazione dell’impresa sociale
 | **Management theories*** Framing theory in your research
* Main management theories: from resource based view to dynamic capabilities
* Formulating your research questions in management studies: from curiositu to discovery

**Consumer behaviour*** Positivist perspectives (rational, behavioural, cognitive)
* Non positivist or interpretative perspectives
* Doing research on consumer behaviour

**Social enterprise*** The concept of social enterprise
* Social enterprise and social entrepreneurship
* Innovation paths of social enterprise
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| **Metodologia/Method** | * Analisi teorica
* Discussione di papers
* Discussioni in classe o realizzazione lavori individuali
 | * Theoretical analysis
* Discussion of scientific papers
* In class discussion or individual assignments
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| **N. Ore/ N. hours** | **18** | **18** |
| **Mese/Month\*** | **Febbraio/Giugno** | **February/June** |
| **Curriculum** | - E&B | - E&B |
| **Testi di riferimento/ Suggested readings** | * Ray, G., Barney, J. B., & Muhanna, W. A. (2004). Capabilities, business processes, and competitive advantage: choosing the dependent variable in empirical tests of the resource‐based view. Strategic management journal, 25(1), 23-37.
* Teece, D. J. (2007). Explicating dynamic capabilities: the nature and microfoundations of (sustainable) enterprise performance. Strategic management journal, 28(13), 1319-1350.
* Dyer, J. H., & Singh, H. (1998). The relational view: Cooperative strategy and sources of interorganizational competitive advantage. Academy of management review, 23(4), 660-679.
* Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
* Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of consumer research*, 9(2), 132-140.
* BACQ S. and JANSSEN F., 2011, “The multiple faces of social entrepreneurship. A review of definitional issues based on geographical and thematic criteria”, Entrepreneurship and Regional Development, 23:5-6, 373-403.
* DEFOURNY J. and NYSSENS M., 2010, “Conception of Social Enterprise and Social Entrepreneurship in Europe and United States: Convergences and Divergences”, Journal of Social Entrepreneurship, 1:1, 32-53.
* SEELOS C. and MAIR J., 2007, “Profitable Business Models and market Creation in the Context of Deep Poverty: A Strategic View”, Academy of Management Perspectives, 21:4, 49-63.
 | * Ray, G., Barney, J. B., & Muhanna, W. A. (2004). Capabilities, business processes, and competitive advantage: choosing the dependent variable in empirical tests of the resource‐based view. Strategic management journal, 25(1), 23-37.
* Teece, D. J. (2007). Explicating dynamic capabilities: the nature and microfoundations of (sustainable) enterprise performance. Strategic management journal, 28(13), 1319-1350.
* Dyer, J. H., & Singh, H. (1998). The relational view: Cooperative strategy and sources of interorganizational competitive advantage. Academy of management review, 23(4), 660-679.
* Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
* Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of consumer research*, 9(2), 132-140.
* BACQ S. and JANSSEN F., 2011, “The multiple faces of social entrepreneurship. A review of definitional issues based on geographical and thematic criteria”, Entrepreneurship and Regional Development, 23:5-6, 373-403.
* DEFOURNY J. and NYSSENS M., 2010, “Conception of Social Enterprise and Social Entrepreneurship in Europe and United States: Convergences and Divergences”, Journal of Social Entrepreneurship, 1:1, 32-53.
* SEELOS C. and MAIR J., 2007, “Profitable Business Models and market Creation in the Context of Deep Poverty: A Strategic View”, Academy of Management Perspectives, 21:4, 49-63.
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\* For details, please, refer to the calendar available at <http://dottorato.ec.unipg.it/it/>