**Scheda insegnamento**

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

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|  | **Italiano** | **English** |
| **Docente/Instructor** | Andrea Runfola  Antonio Picciotti  Marina Gigliotti | Andrea Runfola  Antonio Picciotti  Marina 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 |
| **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 |
| **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. |

\* For details, please, refer to the calendar available at <http://dottorato.ec.unipg.it/it/>