**Scheda insegnamento**

**Modulo di “Teorie di Management” / “Management theories”**

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|  | **Italiano** | **English** |
| **Docente/Instructor** | Andrea Runfola  Antonio Picciotti  Marina Gigliotti | Andrea Runfola  Antonio Picciotti  Marina Gigliotti |
| **Titolo/Title** | Teorie di Management | Management theories |
| **Contenuti/Contents** | **Teorie di international business (Andrea Runfola –6 ore):**   * La ricerca di international business (IB) * Le principali teorie sull’internazionalizzazione dell’impresa * Gli attuali sviluppi della ricerca di international business: come definire domande di ricerca originali in IB   **Teorie sul comportamento del consumatore (Marina Gigliotti -6 ore)**   * Prospettive teoriche positiviste (razionale, comportamentale, cognitivo) * Prospettive teoriche non positiviste o interpretative * Fare ricerca sul comportamento del consumatore   **Teorie di management: gli aspetti sociali (Antonio Picciotti- 6 ore)**   * Approcci teorici alle tematiche sociali: dalla CSR alla teoria degli stakeholder * Gli approfondimenti teorici attuali: verso l’imprenditorialità sociale * Fuori dal confine: l’impresa sociale | **International business theories (Andrea Runfola – 6 hours):**   * International business (IB) research * Main international business theories * Current issues in international business research: how to develop original research questions in IB   **Consumer behaviour theories (Marina Gigliotti-6 hours)**   * Positivist perspectives (rational, behavioural, cognitive) * Non-positivist or interpretative perspectives * Doing research on consumer behaviour   **Management theories: social issues (Antonio Picciotti -6 hours)**   * Theoretical approaches to social issues: form CSR to Stakeholder Theory * Current theoretical insights: Towards Social Entrepreneurship * Outside the border: 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** | * Johanson, J., & Vahlne, J. E. (2009). The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership. *Journal of International Business Studies*, *40*(9), 1411-1431. * Knight, G. A., & Cavusgil, S. T. (2004). Innovation, organizational capabilities, and the born-global firm. *Journal of International Business Studies*, *35*(2), 124-141. * 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. * McWilliams, A., & Siegel, D. S. (2011). Creating and capturing value: Strategic corporate social responsibility, resource-based theory, and sustainable competitive advantage. *Journal of Management*, 37(5), 1480-1495. * Bacq S. & 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. & 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. | * Johanson, J., & Vahlne, J. E. (2009). The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership. *Journal of International business studies*, *40*(9), 1411-1431. * Knight, G. A., & Cavusgil, S. T. (2004). Innovation, organizational capabilities, and the born-global firm. *Journal of International Business Studies*, *35*(2), 124-141. * 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. * McWilliams, A., & Siegel, D. S. (2011). Creating and capturing value: Strategic corporate social responsibility, resource-based theory, and sustainable competitive advantage. *Journal of Management*, 37(5), 1480-1495. * Bacq S. & 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. & 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. |

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