**Scheda insegnamento**

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

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|  | **Italiano** | **English** |
| **Docente/Instructor**  | Andrea RunfolaAntonio PicciottiMarina Gigliotti | Andrea RunfolaAntonio PicciottiMarina 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
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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** | * 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.
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* 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.
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\* For details, please, refer to the calendar available at <http://dottorato.ec.unipg.it/it/>