**Scheda insegnamento**

**Modulo di “Analisi strategica e responsabilità sociale” / “Strategic analysis and corporate social responsibility”**

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|  | **Italiano** | **English** |
| **Docente/Instructor**  | Andrea CardoniFrancecso Rizzi | Andrea CardoniFrancecso Rizzi |
| **Titolo/Title**  | Analisi strategica e responsabilità sociale | Strategic analysis and corporate social responsibility |
| **Contenuti/Contents** | **Analisi strategica e valore sostenibile*** Strategia aziendale, pianificazione strategica e gestione strategica
* Le principali fasi dell’analisi strategica
* Il business planning e il business modelling
* Il valore sostenibile: impatto sul business model e sulle modalità di rendicontazione di sostenibilità

**La gestione d’impresa sostenibile e socialmente responsabile*** Determinanti e fondamenti logici della gestione d’impresa sostenibile e socialmente responsabile: teorie ed evidenze empiriche
* Responsabilità sociale e sostenibilità: le prospettive degli imprenditori, dei consumatori e dei dipendenti
 | **Strategic analysis and sustainable value** * Business strategy, strategic planning and strategic management
* The process of strategy analyses
* Business planning and business model
* Sustainable value: the impact on business model and sustainability reporting

**Sustainable and socially responsible management*** Drivers and rationale for sustainable and socially responsible management: theoretical contribution and empirical evidence
* Social responsibility and sustainability: entrepreneurs’, consumers’ and employees’ perspectives
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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\*** | **Maggio/Giugno** | **May/June** |
| **Curriculum** | - E&B | - E&B |
| **Testi di riferimento/ Suggested readings** | R.M. Grant, L’analisi strategica per le decisioni aziendali, Il Mulino, 2011Ioannou I., Serafeim G. (2019), Corporate Sustainabilty: A strategy?, Harvard Business School Paper.Joyce A., Paquin R. (2016), The triple layered business model canvas: a tool to design more sustainable business models, Journal of Cleaner Production, vol. 135, 1474-1486.Mc Williams A., Siegel D.S., Wright P.M. (2006), Corporate Social Responsibility: Strategic Implications, Journal of Management Studies, vol. 43, issue 1, 1-18Seelos C. e 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. Dacin, M. T., Dacin, P. A., & Tracey, P. (2011). Social Entrepreneurship: A Critique and Future Directions. Organization Science, 22(5), 1203–1213. De Roeck, K., & Maon, F. (n.d.). Building the Theoretical Puzzle of Employees’ Reactions to Corporate Social Responsibility: An Integrative Conceptual Framework and Research Agenda. Journal of Business Ethics. ﻿Golob, U., Podnar, K., Koklič, M. K., & Zabkar, V. (2019). The importance of corporate social responsibility for responsible consumption: Exploring moral motivations of consumers. Corporate Social Responsibility and Environmental Management, 26(2), 416–423. Porter, M. & Kramer, M.R. (2011), Creating Shared Value: Redefining Capitalism and the Role of the Corporation in Society, Harvard Business Review, January-February 2011Selezione di paper da:- Strategic Management Journal, Wiley- Business & Society, Sage- Social Enterprise Journal, Wiley - Business strategy and the environment, Wiley- Organization & environment, Sage | R.M. Grant, Contemporary Strategy Analysis, John Wiley and Sons Ltd., 2012Ioannou I., Serafeim G. (2019), Corporate Sustainabilty: A strategy?, Harvard Business School Paper.Joyce A., Paquin R. (2016), The triple layered business model canvas: a tool to design more sustainable business models, Journal of Cleaner Production, vol. 135, 1474-1486.Mc Williams A., Siegel D.S., Wright P.M. (2006), Corporate Social Responsibility: Strategic Implications, Journal of Management Studies, vol. 43, issue 1, 1-18Seelos C. e 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.Dacin, M. T., Dacin, P. A., & Tracey, P. (2011). Social Entrepreneurship: A Critique and Future Directions. Organization Science, 22(5), 1203–1213. De Roeck, K., & Maon, F. (n.d.). Building the Theoretical Puzzle of Employees’ Reactions to Corporate Social Responsibility: An Integrative Conceptual Framework and Research Agenda. Journal of Business Ethics. ﻿Golob, U., Podnar, K., Koklič, M. K., & Zabkar, V. (2019). The importance of corporate social responsibility for responsible consumption: Exploring moral motivations of consumers. Corporate Social Responsibility and Environmental Management, 26(2), 416–423.Porter, M. & Kramer, M.R. (2011), Creating Shared Value: Redefining Capitalism and the Role of the Corporation in Society, Harvard Business Review, January-February 2011Selection of papers from:- Strategic Management Journal, Wiley- Business & Society, Sage- Social Enterprise Journal, Wiley - Business strategy and the environment, Wiley- Organization & environment, Sage |

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