**Scheda insegnamento**

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

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|  | **Italiano** | **English** |
| **Docente/Instructor** | Andrea Cardoni  Francecso Rizzi | Andrea Cardoni  Francecso 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 |
| **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\*** | **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, 2011  Ioannou 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, 1-18  Seelos 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 2011  Selezione 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., 2012  Ioannou 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, 1-18  Seelos 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 2011  Selection 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/>