**Scheda insegnamento del Modulo di “Analisi strategica e responsabilità sociale”**

**ANNO ACCADEMICO 2018-2019 – Dottorato di Economia – XXXIV Ciclo**

**Dipartimento di Economia dell’Università degli Studi di Perugia**

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|  | **Italiano** | **English** |
| **Docente/Instructor** | Cardoni A., Rizzi F., D’Achille A. | Cardoni A., Rizzi F., D’Achille A. |
| **Titolo/Title** | Analisi strategica e responsabilità sociale | Strategic analysis and corporate social responsibility |
| **Contenuti/Contents** | **Analisi strategica**   * Strategia aziendale, pianificazione strategica e gestione strategica * Le principali fasi dell’analisi strategica * Il business planning   **La gestione d’impresa sostenibile e socialmente responsabile**   * Determinanti e benefici della gestione d’impresa sostenibile e socialmente responsabile: teorie ed evidenze empiriche * Responsabilità sociale e sostenibilità nella strategia corporate e nella prospettiva organizzativa   **Responsabilità sociale e reporting di sostenibilità**   * Responsabilità sociale e strategie sociali * L’accountability in ambito sociale | **Strategic analysis**   * Business strategy, strategic planning and strategic management * The process of strategy analyses * Business planning   **Sustainable and socially responsible management**   * Drivers and benefits from sustainable and socially responsible management: theoretical contribution and empirical evidence * Social responsibility and sustainability on corporate strategy and organizational perspectives   **Corporate social responsibility and sustainability reporting**   * Corporate social responsibility and social strategy * Social accountability * Social reporting |
| **Metodologia/Method** | * Introduzione teorica * Assegnazione di paper da analizzare * Analisi della letteratura per la formulazione di una research question | * Theoretical introduction * Assignment of paper to analyze * Literature analysis to formulate the research question |
| **N. Ore/ N. hours** | **18** | **18** |
| **Mese/Month** | - Maggio/Giugno | -May |
| **Curriculum** | - Economia e impresa | - Economics and Business |
| **Testi di riferimento/ Suggested readings** | R,M. Grant, L’analisi strategica per le decisioni aziendali, Il Mulino, 2011  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.  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 | R.M. Grant, Contemporary Strategy Analysis, John Wiley and Sons Ltd., 2012  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.  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 |
| **Riviste/Journals** | - Strategic Management Journal, Wiley  - Business & Society, Sage  - Social Enterprise Journal, Wiley  - Business strategy and the environment, Wiley  - Organization & environment, Sage | - Strategic Management Journal, Wiley  - Business & Society, Sage  - Social Enterprise Journal, Wiley  - Business strategy and the environment, Wiley  - Organization & environment, Sage |

**Calendario lezioni**:

* Andrea Cardoni: venerdì 10 maggio 2019, ore 11.30-13.30

martedì 14 maggio 2019, ore 9.00-11.00

lunedì 20 maggio, 2019, ore 9.00-11.00

* Francesco Rizzi: martedì 14 maggio 2019, ore 16:00-18:00

giovedì 16 maggio 2019, ore 16:00-18:00

martedì 28 maggio 2019, ore 16:00-18:00

* Antares D’Achille: venerdì 24 maggio 2019, ore 11.00-13.00

venerdì 31 maggio 2019, ore 11.00-13.00

venerdì 7 giugno 2019, ore 11.00-13.00