



PRO5836 - Estratégias para a Competitividade (2020)

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Lista de artigos por aulas (somente os textos resenhados)

		ASSUNTO
1		18/02/20 <i>Introdução</i> : plano geral do curso, visão dos conceitos a serem discutidos, critérios de avaliação.
2	<p>Hart E. Posen, Sangyoon Yi, Jeho Lee. A contingency perspective on imitation strategies: When is “benchmarking” ineffective? <i>Strategic Management Journal</i>. 41:1, 98–221; 2020. (GABRIEL)</p> <p>Shujuan Guo, Botao Zan, Yuan Sun, Meili Zhang. Effects of top managers’ military experience on technological innovation in the transition economies of China. <i>Technological Forecasting & Social Change</i>, 153, (2020) (NEMER)</p>	03/03/20 <i>Estratégia – Conceito e modelo de análise.</i>
3	<p>Gavin J. Kilduff. Interfirm Relational Rivalry: Implications for Competitive Strategy. <i>Academy of Management Review</i>, Vol. 44, No. 4, 775–799, 2019. (ALINE B)</p> <p>Brian Leavy. Value innovation and how to successfully incubate “blue ocean” initiatives. <i>Strategy & Leadership</i>, Vol. 46 No. 3, pp. 10-20, 2018. (NEMER)</p> <p>Ron Adner. Ecosystem as Structure: An Actionable Construct for Strategy. <i>Journal of Management</i>. Vol. 43 No. 1, 39 –58, January 2017. (EDGARD)</p>	10/03/20 <i>Análise Ambiental: Análise Estrutural da Indústria: o modelo das cinco forças competitivas</i>
4	<p>Leonardus Ricky Rengkung, Modelling of Dynamic Capabilities: A System Dynamics Approach. <i>Academy of Strategic Management Journal</i> Volume 17, Issue 5, 2018 (ALINE CULCHESK)</p> <p>Samuel Fosso Wamba, Angappa Gunasekaran, ShahriarAkter, Steven Ji-fan Ren, Rameshwar Dubey, Stephen J. Childe. Big data analytics and firm performance: Effects of dynamic capabilities. <i>Journal of Business Research</i>, 70, 356–365, (2017)(LEANDRO)</p> <p>Ellen Goldman, Andrea Richards Scott, Competency models for assessing strategic thinking, <i>Journal of Strategy and Management</i>, V.9, I:3, pp.258-280, (2016) (NEMER)</p>	17/03/20 (reposição em 23/03/20) <i>Análise de Competências Essenciais e estratégias competitivas genéricas</i> Data final de entrega da proposta do artigo final
5	<p>Apresentação do resumo da proposta do artigo final para discussão.</p>	24/03/20 Apresentação do resumo da proposta do artigo final para discussão.
6	<p>Tyson B. Mackey, Jay B. Barney, Jeffrey P. Dotson. Corporate Diversification and the Value of Individual Firms: a Bayesian Approach.. <i>Strategic Management Journal</i>, 38: 322–341 (2017) (ALINE B)</p> <p>Mohammadreza Arasti, Mahdi Khaleghi, Javad Noori. Corporate-level technology strategy and its linkage with corporate strategy in multi-business companies: IKCO case study. <i>Technological Forecasting & Social Change</i> 122 (2017) 243–252 (GABRIEL)</p>	31/03/20 <i>Estratégia em empresas diversificadas, técnicas de Portfólio</i>
7	<p>Fabio Fonti, Massimo Maoret, Robert Whitbred. Free-Riding in Multi-Party Alliances: the Role of Perceived Alliance Effectiveness and Peers’ Collaboration in a Research Consortium. <i>Strategic Management Journal</i>, 38i2, 363–383 (2017) (ALINE CULCHESK)</p> <p>Mahour Mellat Parast. The impact of R&D investment on mitigating <i>supply chain</i> disruptions: Empirical evidence from U.S. firms. <i>International Journal of Production Economics</i>. Volume 227, September 2020 (ALINE BORGES)</p> <p>Lingli Luo, Xufei Ma, Shige Makino, George A. Shinkle. Cluster status and new venture creation. <i>Journal of Business Venturing</i>. In press, corrected proof. Available online 4 December 2019. (LEANDRO)</p>	07/04/20 <i>Cluster, Cadeias, Alianças: o papel dos diversos tipos de relacionamento entre empresas e seu impacto no poder de barganha dos agentes envolvidos</i>



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8	<p>Hsing-Er Lina, I-Chieh Hsu, Audrey Wenhsin Hsu, Hsi-Mei Chung. Creating competitive advantages: Interactions between ambidextrous diversification strategy and contextual factors from a dynamic capability perspective. <i>Technological Forecasting & Social Change</i> 154 (2020). (MARCELLA)</p> <p>Anna Arbussa, Andrea Bikfalvi, Pilar Marquès. "Strategic agility-driven business model renewal: the case of an SME", <i>Management Decision</i>, Vol. 55 Issue: 2, pp. 271-293, (2017). (GABRIEL)</p>	<p>14/04/20</p> <p><i>Movimentos Competitivos e Evolução da Indústria: apresentação dos tipos de movimentos competitivos e sua adequação aos estágios de evolução da indústria</i></p>
9	<p>Thomas M. Jones; Jeffrey S. Harrison; Will Felps. How Applying Instrumental Stakeholder Theory Can Provide Sustainable Competitive Advantage. <i>Academy of Management Review</i>, Vol. 43, No. 3, 371–391, 2018. (MARCELLA)</p> <p>Friederike Neugebauer, Frank Figge and Tobias HahBusiness. Planned or Emergent Strategy Making? Exploring the Formation of Corporate Sustainability Strategies. <i>Business Strategy and the Environment</i>. 25i5,323–336 (2016) (ALINE BORGES)</p> <p>Yoshihiro Eshima ; Brian S. Anderson. Firm Growth, Adaptive Capability, and Entrepreneurial Orientation. <i>Strategic Management Journal</i>, 38i3,: 770–779 (2017) (LEANDRO)</p>	<p>28/04/20</p> <p><i>Implementação da Estratégia</i></p>
10	<p>Mohan Subramaniam, Bala Iyer, Venkat Venkatraman. Competing in digital ecosystems. <i>Business Horizons</i>, 62i1, 83-94, (2019). (ALINE CULCHESK)</p> <p>Constanza Bianchi, Santiago Mingo, Viviana Fernandez. Strategic management in Latin America: Challenges in a changing world. <i>Journal of Business Research</i>, 105, 306–309, (2019) (NEMER)</p> <p>Jianfeng Guo, Jiaofeng Pan, Jianxin Guo, FuGu, Jari Kuusisto. Measurement framework for assessing disruptive innovations. <i>Technological Forecasting & Social Change</i>. 139, 250–265, (2019) (GABRIEL)</p>	<p>05/05/20</p> <p><i>Traçando Estratégias em ambientes turbulentos e na Nova Economia e o Alinhamento entre Estratégia e Tecnologia de Informação (TI)</i></p>
11	<p>James M. Bloodgood, "Knowledge acquisition and firm competitiveness: the role of complements and knowledge source", <i>Journal of Knowledge Management</i>, Vol. 23 Issue: 1, pp.46-66, (2019). (ALINE CULCHESK)</p> <p>Stefano Magistretti, Claudio Dell’Era, Antonio Messeni Petruzzelli. How intelligent is Watson? Enabling digital transformation through artificial Intelligence. <i>Business Horizons</i>, 62i6, 819-829, (2019) (MARCELLA)</p> <p>Erik Brynjolfsson; Daniel Rock; Chad Syverson. Artificial Intelligence and the Modern Productivity Paradox: a Clash of Expectations And Statistics. Working Paper 24001, http://www.nber.org/papers/w24001, National Bureau of Economic Research, 2017. (LEANDRO)</p>	<p>12/05/20</p> <p>Aula Extra sobre</p> <p><i>Inteligência Competitiva</i></p> <p>Seminários – Trabalhos finais</p> <p>Data final de entrega do artigo final completo para todos (ver Anexo 1)</p>
12		<p>19/05/20</p> <p>Seminários – Trabalhos finais</p>



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- Malin Malmstrom,, Joakim Wincent, Jeaneth Johansson. Managing competence acquisition and financial performance: An empirical study of how small firms use competence acquisition strategies. *Journal of Engineering and Technology Management*. 30i4, 327–349, 2013.
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12		<p>19/05/20</p> <p>Seminários – Trabalhos finais</p>