

DEPARTAMENTO: ADMINISTRAÇÃO GERAL E RECURSOS HUMANOS (ADM)
CURSO : MESTRADO-DOCTORADO EM ADMINISTRAÇÃO DE EMPRESAS
DISCIPLINA..... : ESTRATÉGIA EMPRESARIAL II
PROFESSOR..... : JORGE CARNEIRO
SEMESTRE/ANO : 2º/2019
CARGA HORÁRIA.: 30 horas ou 15 horas (selecionar)
PROFESSOR.....: JORGE CARNEIRO
DATAS /HORÁRIOS: 4ª feira, das 15:00 às 18:50
SALA: (a definir)

PROGRAMA

OBJETIVOS DA DISCIPLINA

Espera-se que o participante, ao final desta disciplina, seja capaz de reconhecer diversas perspectivas sobre a existência de empresas, compreenda o conceito de “valor” e a diferença entre criação e captura de valor, entenda a relação entre estratégia, vantagem competitiva, modelo de negócio, valor e desempenho organizacional. O participante deverá estar motivado para discutir lacunas e tendências (tanto de conteúdo quanto metodológicas) da pesquisa sobre gestão estratégica. O curso foi desenhado tendo em perspectiva alunos de pós-graduação *stricto sensu*, com clara orientação acadêmica, e é voltado para a construção de habilidades de leitura crítica e análise comparativa de textos.

A leitura prévia dos textos indicados é essencial para o aproveitamento do curso. Espera-se que os alunos sejam capazes de discutir em profundidade os textos designados, criticando tanto os argumentos teóricos quanto as evidências empíricas que eles trazem, desenvolvendo uma visão compreensiva das bases da teoria em estratégia empresarial e explorando aspectos e pontos dignos de pesquisas futuras. Esta disciplina também é importante para que o pesquisador se fundamente sobre as origens e as premissas das perspectivas teóricas subjacentes às ferramentas de gestão estratégica.

O participante deverá estar plenamente familiarizado com o material coberto na disciplina Estratégia Empresarial I (Business Strategy I), em particular quanto às correntes teóricas da estratégia e da vantagem competitiva.

Os objetivos de aprendizagem da disciplina estão apresentados na tabela a seguir, demonstrando-se como os mesmos contribuem para os objetivos do CMCD AE.

Objetivos do CMCD AE	Objetivos da disciplina	Grau de contribuição
Métodos qualitativos de pesquisa	<ul style="list-style-type: none"> • discutir lacunas e tendências (tanto de conteúdo quanto metodológicas) da pesquisa sobre gestão estratégica 	● ● ○
Métodos quantitativos de pesquisa		
Conhecimento do tema de pesquisa / teoria	<ul style="list-style-type: none"> • reconhecer diversas perspectivas sobre a existência de empresas • compreender o conceito de “valor” e a diferença entre criação e captura de valor • entender a relação entre estratégia, vantagem competitiva, modelo de negócio, valor e desempenho organizacional 	● ● ●
Procedimentos de pesquisa	<ul style="list-style-type: none"> • discutir lacunas e tendências (tanto de conteúdo quanto metodológicas) da pesquisa sobre gestão estratégica 	● ○ ○



Relevância e inovação em pesquisa		○ ○ ○
Elaboração de artigos	• discutir lacunas e tendências (tanto de conteúdo quanto metodológicas) da pesquisa sobre gestão estratégica	● ○ ○
<u>Outros objetivos da disciplina:</u> ---		

A descrição completa dos objetivos de aprendizagem do CMCDAE e outras informações podem ser encontradas em <https://rebrand.ly/cmae-eaesp> (mestrado) e <https://rebrand.ly/cdae-eaesp> (doutorado).

CONTEÚDO RESUMIDO

Teorias da firma. Planejamento e estratégia como prática. Modelos de negócio. Valor, vantagem competitiva e desempenho organizacional. Métodos de pesquisa em estratégia.

METODOLOGIA DE ENSINO-APRENDIZAGEM

As atividades planejadas para a disciplina incluem: a) apresentação (individual ou em dupla) de seminários sobre os textos-chave da disciplina; b) redação de ensaio teórico (o ensaio não deve ser simplesmente um resumo dos textos, mas uma revisão estruturada dos mesmos com sugestões para pesquisas futuras).

O ensaio teórico deve ter entre 8 e 15 páginas e seguir a formatação do *AMR* e deve se delimitar a um dos macro-temas discutidos nas aulas. O aluno deve derivar logicamente pelo menos uma hipótese sobre as razões pelas quais determinadas empresas sustentam desempenho superior. Os argumentos lógicos podem se fundamentar nos seguintes pontos: (a) nas teorias vistas em aula (obrigatório); ou (b) nas observações do fenômeno. Sugere-se leitura dos editoriais do *AMR* sobre o que constitui uma contribuição teórica.

CRITÉRIO DE AVALIAÇÃO

Conteúdo e apresentação do seminário:	25%
Participação em sala:	25%
Ensaio teórico:	50%



CRONOGRAMA DAS AULAS

	Datas	Conteúdo Programático	Leitura <ul style="list-style-type: none">• obrigatória○ complementar
1	07/ago	Teorias da firma	<u>Escolas de pensamento em Estratégia</u> <ul style="list-style-type: none">○ Ahlstrand et al. (2001) <u>Teorias da firma</u> <p><u>Direitos de propriedade</u></p> <ul style="list-style-type: none">○ Cheung (1983)• Grossman & Hart (1986)○ North (1990) <p><u>Custos de transação</u></p> <ul style="list-style-type: none">• Coase (1937)• Jones & Hill (1988)• Williamson (1981)○ Williamson (1975, 1985) <p><u>Teoria da agência (representação)</u></p> <ul style="list-style-type: none">• Eisenhardt (1989)• Hill & Jones (1992)• Jensen & Meckling (1976) <p><u>Visão Baseda nos Recursos (RBV)</u></p> <ul style="list-style-type: none">• Barney (2001b)• Conner (1991) <p><u>Teoria do negócio</u></p> <ul style="list-style-type: none">○ Drucker (2017) <p><u>Empresas estatais e a teoria da firma</u></p> <ul style="list-style-type: none">• Peng et al. (2016)
2	14/ago	Modelos de negócio	<u>Modelos de negócio</u> <ul style="list-style-type: none">• Osterwalder et al. (2005)• Casadesus-Masanel, & Ricart (2010)• Teece (2010)○ Amit & Zott (2001)○ Baden-Fuller & Morgan (2010)○ Bart & Baetz (1998)○ Brem et al. (2016)○ Chesbrough (2007)○ de Jong & van Dijk (2015)○ Klang et al. (2014)○ Magretta (2002)○ Massa et al. (2017)○ Osterwalder & Pigneur (2005, 2010)○ Richardson (2008)○ Shafer et al. (2005)○ Tallman (2014)○ Zott & Amit (2008)



	Datas	Conteúdo Programático	Leitura
3	21/ago	Coopetição e gestão da inovação	<p>Leitura</p> <ul style="list-style-type: none">• obrigatória○ complementar <p><u>Coopetição</u></p> <ul style="list-style-type: none">• Bengtsson (2014)• Bengtsson et al. (2010)• Bouncken et al. (2015)• Chen (2008)○ Brandenburger & Nalebuff (1996) <p><u>Gestão da inovação</u></p> <ul style="list-style-type: none">• Argyres et al. (2015)• Drucker (2002)• Klingebiel & Rammer (2014)• Lieberman & Montgomery (1988, 1998)○ Makadok (1998)○ Mezas & Glynn (1993)• Porter (1985, cap. 5)• Shafique (2013)
4	27/ago (3ª feira)	Planejamento: prática vs. teoria e previsão vs. controle	<p><u>Estratégia como prática</u></p> <ul style="list-style-type: none">○ Coraiola et al. (2012)○ Golsorkhi et al. (2015)○ Jarzabkowski & Spee (2009)○ Sminia (2009)○ Tureta & De Lima (2011)• Vaara & Whittington (2012)• Whittington et al. (2003)○ Whittington (1996, 2007) <p><u>Previsão vs. controle</u></p> <ul style="list-style-type: none">• Reeves et al. (2012)• Sarasvathy (2001)• Wiltbank et al. (2006)
5	28/ago	Desempenho organizacional	<p><u>Criação vs. captura de valor</u></p> <ul style="list-style-type: none">○ Bowman & Ambrosini (2000)○ Bowman & Collier (2006)○ Brandenburger & Stuart (1996)• Coff (1999)○ Coff (2010)• Lieberman et al. (2018)• Priem (2007) <p><u>Papel da precificação estratégica</u></p> <ul style="list-style-type: none">○ Kumar (2006)• Nagle (1993)○ Piercy et al. (2010)○ Tyagi (2001) <p><u>Mensuração do desempenho organizacional</u></p> <ul style="list-style-type: none">• Bititci et al. (2012)• Cameron (1986)• Carneiro et al. (2007)○ Kaplan & Norton (2005)○ Miller et al. (2013)○ Powell (2001)○ Pun & White (2005)



	Datas	Conteúdo Programático	Leitura
6	04/set	Contribuição teórica e empírica	<p>Leitura</p> <ul style="list-style-type: none">• obrigatória○ complementar <p><u>Contribuição teórica</u></p> <ul style="list-style-type: none">○ Colquitt & Zapata-Phelan (2007)○ Corley & Gioia (2011)○ Eisenhardt (1991)• Fisher & Aguinis (2017)○ Suddaby (2006)• Sutton & Staw (1995)○ Van de Ven (1989)○ Van Maanen et al. (2007)• Weick (1989, 1995)• Whetten (1989) <p><u>Reprodutibilidade e replicação de estudos</u></p> <ul style="list-style-type: none">• Aguinis et al. (2017)• Bergh et al. (2017)○ Ethiraj et al. (2016)○ Meyer et al. (2017)○ Miller & Bamberger (2016)
7	11/set	Lacunas e tendências de pesquisa em Estratégia	<p><u>Métodos de Pesquisa</u></p> <ul style="list-style-type: none">• Bettis et al. (2014)• Bettis et al. (2016)• Davis et al. (2007)• Edmondson & McManus (2007)• Scandura & Williams (2000)○ Shah & Corley (2006)○ Snow & Thomas (1994) <p><u>Experimentos em Estratégia</u></p> <ul style="list-style-type: none">• Chatterji et al. (2016)• Certo et al. (2017)• Croson et al. (2017) <p><u>Configurational theory and methods</u></p> <ul style="list-style-type: none">○ Doty & Glick (1994)• Fiss (2007, 2009, 2011)○ Hambrick (1984)○ Miller (1996)
8	18/set	Discussão dos ensaios teóricos de cada aluno	

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