

DISCIPLINA / COURSE: Operations Strategy  
 DEPARTAMENTO / DEPARTMENT: POI  
 CURSO / PROGRAM: CMCD AE  
 SEMESTRE E ANO / SEMESTER AND YEAR:01/2020  
 CARGA HORÁRIA / CLASS-HOURS: X 30 horas ou 15 horas (selecionar)  
 PROFESSOR: Ely Paiva  
 LÍNGUA / LANGUAGE: English

### DESCRIÇÃO DA DISCIPLINA / COURSE DESCRIPTION

### OBJETIVOS DA DISCIPLINA / LEARNING GOALS

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

The course learning goals are presented in the table below, showing how they contribute to the learning goals related to the objectives of CMCD AE.

GRAU DE CONTRIBUIÇÃO / LEVEL OF CONTRIBUTION *			
Forte / High	Intermediário / Medium	Reduzido / Low	Nenhum / None
●●●	●●○	●○○	○○○

Objetivos do CMCD AE CMCD AE Objectives	Objetivos da disciplina Course learning goals	Grau de contribuição / Level of Contribution *
Métodos qualitativos de pesquisa Qualitative research methods		●○○
Métodos quantitativos de pesquisa Quantitative research methods		●○○
Conhecimento do tema de pesquisa / teoria Knowledge of research themes and theory	To develop competencies related to the main concepts of operations strategy, both manufacturing and service.	●●●
Procedimentos de pesquisa Research procedures	Operations strategy field has as research object descriptive, analytical and prescriptive methods that can be applied in the operational (goods or services).	●●○
Relevância e inovação em pesquisa Relevance and innovation in research		●○○
Elaboração de artigos Development of academic papers		●●○
Outros objetivos da disciplina / Other course learning goals:.....		

The full description of the CMCD AE objectives, and other related information, may be found at <https://rebrand.ly/cmae-eaesp> (masters) e <https://rebrand.ly/cdae-eaesp> (doctorate).

### CONHECIMENTO PRÉVIO, SE HOVER / PREVIOUS KNOWLEDGE REQUIRED, IF APPLICABLE

Not required.

## CONTEÚDO/METODOLOGIA / CONTENT/METHODOLOGY

### 1. Introduction to operations strategy

Historical evolution

Basic concepts and classic articles

Role of operations in the overall business strategy

### 2. Formulation and performance

Top down versus bottom up

Performance measures

### 3. Resource-Based View

The Resource-Based View and Manufacturing Strategy

Manufacturing Performance from the Viewpoint of Resource-Based View

### 4. Capabilities

Cumulative competencies

Practices and competencies

### 5. Quality and Lean

New issues for quality management

Lean production

### 5. Sustainable Operations

Sustainability and Supply Chains

Social sustainability

### 6. Behavior Operations

The influence of behavioral aspects in operations management

### 7. Perspectives for the Future in OS

## CRITÉRIO DE AVALIAÇÃO / ASSESSMENT

*Participation in classes* 1,0

*Tests* 2,0

*Final Assigmen* 7,0

## BIBLIOGRAFIA (BÁSICA E COMPLEMENTAR) / BIBLIOGRAPHICAL REFERENCES

BALL, G. P., SHAH, R., & DONOHUE, K. (2018). The decision to recall: A behavioral investigation in the medical device industry. *Journal of Operations Management*, 62, 1-15.

BENDIG, D., STRESE, S., & BRETTEL, M. (2017). The link between operational leanness and credit ratings. *Journal of Operations Management*, 52, 46-55.

BROMILEY, P., & RAU, D. (2015). Operations management and the resource based view: Another view. *Journal of Operations Management*, 41, 1-12.

CHAN, T.-Y., WONG, C. W. Y., LAI, K.-H., LUN, V. Y. H., NG, C. T. AND NGAI, E. W. T. (2016), Green Service: Construct Development and Measurement Validation. *Prod Oper Manag*, 25: 432-457. doi:10.1111/poms.12407

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HITT, M. , XU, K., CARNES, C.M. (2016) Resource based theory in operations management research, *Journal of Operations Management*, 41, 77-94.

HUQ, F. A., CHOWDHURY, I. N., & KLASSEN, R. D. (2016). Social management capabilities of multinational buying firms and their emerging market suppliers: An exploratory study of the clothing industry. *Journal of Operations Management*, 46, 19-37. <http://doi.org/10.1016/j.jom.2016.07.005>

JACOBS, B. W., & SINGHAL, V. R. (2017). The effect of the Rana Plaza disaster on shareholder wealth of retailers: Implications for sourcing strategies and supply chain governance. *Journal of Operations Management*, 49, 52-66.

KIM, Y., STING, F., LOCH, C., Top-down, bottom-up, or both? Toward an integrative perspective on operations strategy formation, *Journal of Operations Management*, Volume 32, Issues 7-8, November 2014, Pages 462-474

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- MELLAHI, K., FRYNAS, J. G., SUN, P., & SIEGEL, D. (2016). A Review of the Nonmarket Strategy Literature: Toward a Multi-Theoretical Integration. *Journal of Management*, 42(1), 143–173. <http://doi.org/10.1177/0149206315617241>
- MEREDITH, J. R., & PILKINGTON, A. (2018). Assessing the exchange of knowledge between operations management and other fields: Some challenges and opportunities. *Journal of Operations Management*, of procedural rationality, *Journal of Operations Management*, 31, 2013, p. 24–36.
- PAIVA, E. L.; ROTH, A. e FENSTERSEIFER, J., Organizational Knowledge and Manufacturing Strategy: A Resource-based View. *Journal of Operations Management*, 2008.
- PARK, C. L., PAIVA, E.L. How do national cultures impact the operations strategy process?, *International Journal of Operations and Production Management*, 2018.
- PENG, D.X.; SCHROEDER, R.G.; SHAH, R., Linking routines to operations capabilities: a new perspective. *Journal of Operations Management*, v.26, n.6, p.730-748, 2008.
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- RIEDL, D. et al. Reducing uncertainty in supplier selection decisions: Antecedents and outcomes
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- YIN, Y., STECKE, K. E., SWINK, M., & KAKU, I. (2017). Lessons from seru production on manufacturing competitively in a high cost environment. *Journal of Operations Management*, 49, 67-76.
- ZHAO,X., YEUNG,A.C.L. e LEE,T.S., Quality management and organizational context in selected service industries of China, *Journal of Operations Management*, Vol.22, 2004, pages 575-587.

**AULA-A-AULA (OPCIONAL) / COURSE SCHEDULE (OPTIONL)**

**MINI CV DO PROFESSOR (OPCIONAL) / PROFESSOR MINI CV (OPTIONL)**

**OUTRAS INFORMAÇÕES (OPCIONAL) / OTHER INFORMATION (OPTIONAL)**