

PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD4068	2/2018

DISCIPLINA: ESTRATÉGIA E INSTITUCIONALIZAÇÃO**PROFESSOR: JOÃO MARCELO CRUBELLATE****EMENTA:**

Análise comparativa de vertentes do pensamento estratégico. Conceitos básicos de estratégia. Origens e análise da estratégia. Estudo das escolas de estratégia e sua formação. Instituições, institucionalização e suas implicações para a estratégia.

CONTEÚDO PROGRAMÁTICO:

1. O conceito de estratégia e as escolas de pensamento estratégico.
2. Conteúdo e processo estratégicos. Estratégia em Ação.
3. Estratégia, Organizações, Ambiente Organizacional.
4. Fundamentos da teoria institucional em estratégia e organizações.
5. Estratégia e instituições – perspectivas de escolha estratégica
6. Estratégia e instituições – perspectivas da contingência.
7. Estratégia e instituições – perspectivas de recursividade.

Critério de Avaliação

- ✓ Participação nos debates em sala de aula, em torno dos temas propostos para a disciplina (30% da nota).
- ✓ Apresentações individuais ou grupais em sala de aula de textos indicados pelo professor (será considerada, na avaliação das apresentações, a precisão e profundidade de entendimento dos textos) (30% da nota).
- ✓ Elaboração e entrega de artigo científico – em modalidade ensaio teórico ou artigo teórico-empírico – a respeito de tema pertinente à disciplina, de autoria individual ou grupal, em formato a ser definido pelo professor, em concordância com a turma (40% da nota).

BIBLIOGRAFIA:

BÁSICA:

- Barney, J.; Hesterly, W. (1996). Organizational economics: understanding the relationship between organizations and economic analysis. In: Clegg, S. et al. (eds). *Handbook of organization studies*. London: Sage, p. 115-147.
- Greenwood, R.; Raynard, M.; Kodeih, F., Micelotta, E., Lounsbury, M. (2011). Institutional complexity and organizational responses. *Academy of Management Annals*, 5(1), p. 317–371. Doi: 10.1080/19416520.2011.590299
- Johnson, G.; Sholes, K; Whittington, R. (2007). *Explorando a estratégia corporativa*. 7. Ed. Porto Alegre: Bookman.
- Mintzberg, H.; Ahlstrand, B.; Lampel, J. (2000). *Safári de estratégia*. Porto Alegre: Bookman.
- Oliver, C. (1991). Strategic responses to institutional processes. *Academy of Management Review*, 16, 145-179.
- Peng, M.; Sun, S.L., Pinkham, B., Chen, H. (2009). The institution-based view as a third leg for a strategy tripod. *Academy of Management Perspectives*, 23(3), 63–81.
- Pettigrew, A.; Thomas, H.; Whittington, R. (2006). *Handbook of strategy & management*. London: Sage.
- Scott, W. R. (2001). *Institutions and organizations*. London: Sage

COMPLEMENTAR:

- Ahmadjian, C. Comparative institutional analysis and institutional complexity. *Journal of Management Studies*, v. 53, n. 1, p. 12-27, 2016
- Andersen, T.J. (2004). Integrating decentralized strategy making and strategic planning processes in dynamic environments, *Journal of Management Studies*, 41(8), 1271-99.
- Ang, S., Benischke, M., & Doh, J. (2015). The interactions of institutions on foreign market entry mode. *Strategic Management Journal*, 36, 1536-1553. DOI: 10.1002/smj.2295
- Bakken, T.; Hernes, T. The macro-micro problem in organization theory: Luhmann's autopoiesis as a way of handling recursivity. In: Bakken, Tore; Hernes, T. (Eds.). *Autopoietic Organization Theory: drawing on Niklas Luhmann's Social Systems Perspective*. Abstrakt Liber, Copenhagen Business School Press, Oslo, 2002. p. 53-74
- Battilana, J. & Leca, B. (2009). The role of resources in institutional entrepreneurship: insights for an approach to strategic management that combines agency and institution. In: Constanzo, L. A., & Mackay, R. B. (2010).. *Handbook of research on strategy and foresight*. Northampton, Massachusetts: Edward Elgar Publishing Ltd., 260-74
- Battilana, J.; Casciaro, T.. Change agents, networks, and institutions: a contingency theory of organizational change. *Academy of Management Journal*, v. 55, n. 2, p. 381-398, 2012
- Berrone, P., Fosfuri, A., Gelabert, L., & Gomez-Mejia, L. (2013). Necessity as the mother of 'green' inventions: institutional pressures and environmental innovations. *Strategic Management Journal*, 34, p. 891-909. Doi: 10.1002/smj.2041
- Berrone, P.; Cruz, C.; Gomez-Mejia, L.; Larraza-Kintana, M. Socioemotional wealth and corporate responses to institutional pressures: do family-controlled firms pollute less? *Administrative Science Quarterly*, 55, p. 82-113, 2010
- Bertels, S.; Lawrence, T. (2016). Organizational responses to institutional complexity stemming from emerging logics: the role of individuals. *Strategic Organization*, 14 (4), 336-372.
- Binder, A. (2007). For love and money: Organizations' creative responses to multiple environmental logics. *Theory and Society*, 36, p. 547-571. Doi: 10.1007/s11186-007-9045-x

- Blaschke, S. It's all in the network: a luhmannian perspective on agency. *Management Communication Quarterly*, v. 29, n. 3, p. 463-468, 2015
- Chandler, D. & Hwang, H. (2015). Learning From Learning Theory: A Model of Organizational Adoption Strategies at the Microfoundations of Institutional Theory. *Journal of Management*, 41(5), p. 1446–1476. doi: 10.1177/0149206315572698
- Chandler, D. (2014). Organizational Susceptibility to Institutional Complexity: Critical Events Driving the Adoption and Implementation of the Ethics and Compliance Officer Position. *Organization Science*, 25, 1722-1743. Doi: <http://dx.doi.org/10.1287/orsc.2014.0927>
- Child, J. (1972). Organizational structure, environment and performance: the role of strategic choice, *Sociology*, 6, 1-22
- Cornelissen, J. et al. Introduction to special topic fórum: Putting communication front and center in institutional theory and analysis. *Academy of Management Review*, v. 4, n. 1, p. 10-27, 2015.
- Crubellate, J. Três contribuições conceituais neofuncionalistas à teoria institucional em organizações. *Revista de Administração Contemporânea*, v. 11, p. 199-222, 2007
- Dacin, M. T., Ventresca, M., & Beal, B. (1999). The embeddedness of organizations: debates, dialogue and directions. *Journal of Management*, 25 (3), 317-56
- Denis, J. L., Langley, A., & Rouleau, L. (2007). Strategizing in pluralistic contexts: rethinking theoretical frames. *Human Relations*, 60 (1), 179-215
- DiMaggio, P. & Powell, W. The iron cage revisited: institutional isomorphism and collective rationality in organizational fields. In: Powell, W., DiMaggio, P. J. *The new institutionalism in organizational analysis*. Chicago: The University of Chicago Press, p. 63-82, 1991b.
- DiMaggio, P. J. e Powell, W. Introduction. In: Powell, W., DiMaggio, P. J. *The new institutionalism in organizational analysis*. Chicago: The University of Chicago Press, p. 1-38. 1991a.
- Dorado, S. (2013). Small groups as context for institutional entrepreneurship: an exploration of the emergence of commercial microfinance in Bolivia. *Organization Studies*, 34(4), 533-557. Doi: 10.1177/0170840612470255
- Durand, R.; Grant, R.; & Madsen, T. (2017). The expanding domain of strategic management research and the quest for integration. *Strategic Management Journal*, 38, 4-16.
- Faulconbridge, J. & Muzio, D. (2016). Global professional service firms and the challenge of institutional complexity: 'field relocation' as a response strategy. *Journal of Management Studies*, 53(1), 89-124. Doi: 10.1111/joms.12122
- Fonseca, V. & Machado-da-Silva, C. (2010). Conversação entre abordagens da estratégia em organizações: escolha estratégica, cognição e instituição. *Revista de Administração Contemporânea*, 14 (Special Issue), 51-75.
- Fuentelsaz, L.; Garrido, E., & Maicas, J. (2015). Incumbents, technological change and institutions: how value of complementary resources varies across markets. *Strategic Management Journal*, 36, p. 1778-1801. DOI: 10.1002/smj.2319
- Garud, R., Jain, S., & Kumaraswamy, A. (2002). Institutional entrepreneurship in the sponsorship of common technological standards: the case of sun microsystems and java. *Academy of Management Journal*, 45(1), 196-214
- Giddens, A. (2003). *The constitution of society*. University of California Press.
- Greenwood, R., Hinings, CR., & Whetten, D. (2014). Rethinking institutions and organizations. *Journal of Management Studies*, 51(7), p. 1206-1220. Doi: 10.1111/joms.12070
- Hardy, C. How Institutions Communicate; or How Does Communicating Institutionalize? *Management Communication Quarterly*, v. 25, n. 1, p. 191-199, 2011ar
- Harmon, D., Green, Jr., S., & Goodnight, GT. (2015). A model of rhetorical legitimation: the structure of communication and cognition underlying institutional maintenance and change. *Academy of Management Review*, 40(1), 76-95. <http://dx.doi.org/10.5465/amr.2013.0310>
- Haunschild, P. & Chandler, D. (2008). Institutional-level learning: learning as a source of institutional change. In: R. Greenwood; C. Oliver, K. Sahlin; R. Suddaby. *The Sage Handbook of Organizational Institutionalism*. London: Sage, p. 624-649

- Helfat, C. & Peteraf, M. (2003). The dynamic resource-based view: capability lifecycles. *Strategic Management Journal*, 24 (10), 997-1010
- Henfridsson, O., & Yoo, Y. (2014). The liminality of trajectory shifts in institutional entrepreneurship. *Organization Science*, 25(3), p. 932-950. Doi: <http://dx.doi.org/10.1287/orsc.2013.0883>
- Hinings, C.R. & Greenwood, R. (1988). *The dynamics of strategic change*. New York: Blackwell.
- Holmes RM, Miller T, Hitt MA, Salmador MP. (2013). The interrelationships among informal institutions, formal institutions, and inward foreign direct investment. *Journal of Management*, 39(2), p. 531–566
- Huff, A. (Ed.). (1994). *Mapping strategic thought*. New York: John Wiley & Sons.
- Ingram, P. & Silverman, B. Introduction: the new institutionalism in strategic management. In: Ingram, P. & Silverman, B. (Eds). *The new institutionalism in strategic management*. Amsterdam: Elsevier, 2002.
- King, B. (2015). Institutions and Ideals: Philip Selznick's Legacy for Organizational Studies. *Research in the Sociology of Organizations*, 44, p. 149-175. Doi: 10.1108/S0733-558X20150000044007
- Lant, T. & Baum, J. (1995). Cognitive sources of socially constructed competitive groups. In: Scott, W. R. & Christensen, S. (Eds). *The institutional construction of organizations*. Thousand Oaks: SAGE, 15-38
- Lawrence, T. Institutional strategy. *Journal of Management*, march-april, 1999.
- Lawrence, T., Suddaby, R., & Leca, B. (2011). Institutional work: refocusing institutional studies of organizations. *Journal of Management Inquiry*, 20(1), p. 52-58. Doi: 10.1177/1056492610387222
- Lee, M.; Lounsbury, M. Filtering Institutional Logics: Community Logic Variation and Differential Responses to the Institutional Complexity of Toxic Waste. *Organization Science*, v. 26, n. 3, p. 847-866, 2015
- Luhmann, N. (1995). *Social System*. Stanford: Stanford University Press
- Machado-da-Silva, C. & Fonseca, V. (2010). Competitividade organizacional: uma tentativa de reconstrução analítica. *Revista de Administração Contemporânea*, 14 (Special Issue), 33-49.
- Machado-da-Silva, C., Fonseca, V. & Crubellate, J. (2005). Unlocking the institutional process: insights for an institutionalizing approach. *Brazilian Administration Review*, 2(1), 1-20. <http://dx.doi.org/10.1590/S1807-76922005000100002>
- Maguire, S., Hardy, C. & Lawrence, T. (2004). Institutional entrepreneurship in emerging fields: HIV/AIDS treatment advocacy in Canada. *Academy of Management Journal*, 47, 657-79
- McPherson, C.; Sauder, M. Logics in Action: Managing Institutional Complexity in a Drug Court. *Administrative Science Quarterly*, 58 (2), p. 165-196, 2013
- Meyer, J. & Rowan, B. (1991). Institutionalized organizations: formal structure as myth and ceremony. In: Powell, W. & DiMaggio, P. (Eds). *The New Institutionalism in Organizational Analysis*. Chicago: The University Chicago Press, 41-62
- Miles, R. & Snow, C.. *Organizational strategy, structure and process*. Londres: McGraw-Hill, 1978.
- Miller, D., Le Breton-Miller, I, & Lester, R. (2011). Family and Lone Founder Ownership and Strategic Behaviour: Social Context, Identity, and Institutional Logics. *Journal of Management Studies*, 48(1), p. 1-25. Doi: 10.1111/j.1467-6486.2009.00896.x
- Mintzberg, H. (1978). Patterns in strategy formation. *Management Science*. 24 (9), 934-48
- Mintzberg, H. (1987). Crafting strategy. *Harvard Business Review*. Jul-Ago, 66-77
- Mohr, J. & White, H. (2008). How to model an institution. *Theory and Society*, 37, 485-512. Doi: 10.1007/s11186-008-9066-0
- North, D. C. Institutions. *Journal of Economic Perspectives*, v.5, n.1, p.97-112, 1991.
- Oliver, C. (1997). Sustainable competitive advantage: combining institutional and resource-based views. *Strategic Management Journal*, 18 (9), 697-713
- Pache, A-C., Santos, F. (2010). When worlds collide: The internal dynamics of organizational responses to conflicting institutional demands. *Academy of Management Review*, 35(3), p. 455-476
- Paroutis, S.; Heracleous, L. (2013). Discourse revisited: dimensions and employment of first-order strategy discourse during institutional adoption. *Strategic Management Journal*, 34, p. 935-956. Doi: 0.1002/smj.2052

- Pettigrew, A. M. (1977). Strategy formulation as a political process. *International Studies of Management and Organization*, 17 (2), 78-87
- Pfeffer, J. & Salancik, G. (2003). *The external control of organizations – a resource dependence perspective*. Stanford: Stanford University Press
- Phillips, N.; Lawrence, T.; Hardy, C. Discourse and institutions. *Academy of Management Review*, v. 29, n. 4, p. 635-652, 2004
- Porter, M.. *Estratégia competitiva – técnicas para análise da indústria e da concorrência*. Rio de Janeiro: Campus, 1986.
- Quattrone, P. (2015). Governing social orders, unfolding rationality, and Jesuit accounting practices: a procedural approach to institutional logics. *Administrative Science Quarterly*, 60(3), p. 411-445. Doi: 10.1177/0001839215592174
- Raaijmakers, A., Vermeulen, P., Meeus, M., & Zietsma, C. (2015). I need time! Exploring pathways to compliance under institutional complexity. *Academy of Management Journal*, 58(1), p. 85-110. Doi: <http://dx.doi.org/10.5465/amj.2011.0274>
- Ranson, S.; Hinings, B., & Greenwood, R. (1980). The structuring of organizational structures. *Administrative Science Quarterly*, 25, 1-17
- Ronda-Pupo, G. A.; Guerras-Martin, L. A. (2012). Dynamics of the Evolution of the Strategy Concept 1962-2008: A co-word analysis. *Strategic Management Journal*, 33(2), 162-188.
- Saka-Helmhout, A., Deeg, R., & Greenwood, R. (2016). The MNE as a Challenge to Institutional Theory: Key Concepts, Recent Developments and Empirical Evidence. *Journal of Management Studies*, 53(1), p. 1-11. Doi: 10.1111/joms.12176
- Scherer, A., Palazzo, G., & Seidl, D. (2013). Managing Legitimacy in Complex and Heterogeneous Environments: Sustainable Development in a Globalized World. *Journal of Management Studies*, 50(2), p. 259-284. doi: 10.1111/joms.12014
- Searle, J. Rationality in action. Bradford Books, 2003.
- Searle, J. The construction of social reality. Free Press, 1997.
- Selznick, P. *Leadership in Administration*. Evanston: Northwestern University Press, 1957.
- Selznick, P.. *TVA and the grassroots*. Berkeley: California University Press, 1949.
- Smets, M., Morris, T., & Greenwood, R. (2012). From practice to field: a multilevel model of practice-driven institutional change. *Academy of Management Journal*, 55(4), 877-904
- Stevens, C., Xie, E., & Peng, M. (2015). Toward a legitimacy-based view of political risk: the case of Google in China. *Strategic Management Journal*, Published online EarlyView, doi: 10.1002/smj.2369
- Thornton, P.; Ocasio, W. Institutional logics. In: GREENWOOD, Royston et al. (Eds.). *The Sage handbook of organizational institutionalism*. Sage, 2008. p. 99-129
- Thornton, P.; Ocasio, W.; Lounsbury, M. *The institutional logics perspective: a new approach to culture, structure, and process*. Oxford University Press, 2012
- Tolbert, P., David, R., & Sine, W. (2011). Studying choice and change: the intersection of institutional theory and entrepreneurship research. *Organization Science*. 22(5). p. 1332-1344. Doi: <http://dx.doi.org/10.1287/orsc.1100.0601>
- Volberda, H. et al. Contingency Fit, Institutional Fit, and Firm Performance: A Metafit Approach to Organization–Environment Relationships. *Organization Science*, v. 23, n. 4, p. 1040-1054, 2012
- Volberda, H. Crise em Estratégia: fragmentação, integração ou síntese. RAE, v. 44, n. 4, Out./Dez.2004.
- Voronov, M., De Clercq, D., & Hinings, CR. (2013). Conformity and distinctiveness in a global institutional framework: the legitimation of Ontario Fine Wine. *Journal of Management Studies*, 50(4), p. 607-645. doi: 10.1111/joms.12012
- Walker, K., Schlosser, F., & Deephouse, D. (2014). Organizational ingenuity and the paradox of embedded agency: the case of the embryonic Ontario solar energy industry. *Organization Studies*, 35(4), 613-634. Doi: 10.1177/0170840613517599

Wilson, D. (1992). *A strategy of change: concepts and controversies in the management of change*. New York: Cengage Learning

Zilber, T. (2002). Institutionalization as an interplay between actions, meanings and actors: the case of a rape crisis center in Israel. *Academy of Management Journal*, 45(1), 234-254

Zilber, Tammar. Institutional multiplicity in practice: a tale of two high-tech conferences in Israel. *Organization Science*, v. 22, n. 6, p. 1539-1559, 2011

Zoogah, D., Peng, M., & Woldu, H. (2015). Institutions, resources, and organizational effectiveness in Africa. *Academy of Management Perspectives*, 29(1), 7-31. Doi: <http://dx.doi.org/10.5465/amp.2012.0033>