**Syllabus – PhD in Management**

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| Anno Offerta / Academic Year | 2024/25 |
| Corso di Studio / PhD | PhD in Management |
| Insegnamento/Modulo | International Business |
| Periodo Didattico /Term | II term |
| Anno Corso / Year of the course | I  |
| Settore  |  |
| CFU | 3 CFU |
| Ore Attività Frontali / Total Hrs | 15 hours |

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| **Tipo Testo** | **Testo in Italiano/Inglese** |
| OBIETTIVI/LEARNING GOALS | La lezione 1 e 2 sono volte a fornire un’introduzione e ad applicare le principali teorie di internazionalizzazione (International Business).Gli obiettivi principali delle lezioni sono quelli di esplorare le principali teorie dell'International Business e di discutere come queste teorie possano essere efficacemente applicate in un contesto di ricerca applicato e reale. Di conseguenza, la prima lezione fornirà un'ampia panoramica delle diverse teorie dell'IB. In particolare, verranno discusse le seguenti teorie:* Industrial organization theory (Hymer)
* The product life cycle (Vernon)
* Internalization theory (Buckley and Casson)
* Eclectic theory (OLI) (Dunning)
* Transaction cost theory (Hennart)
* Resource-based view (Barney)

Nella seconda lezione agli studenti sarà chiesto di applicare una delle teorie illustrate a loro rispettivi campi di ricerca.Lectures 1 and 2 are aimed at providing an introduction and applying the main theories of internationalization (International Business).The main objectives of the lectures are to explore the main theories of International Business and to discuss how these theories can be effectively applied in an applied and real-world research context. As a result, the first lesson will provide a broad overview of the different theories of IB. In particular, the following theories will be discussed:• Industrial organization theory (Hymer)• The product life cycle (Vernon)• Internalization theory (Buckley and Casson)• Eclectic theory (OLI) (Dunning)• Transaction cost theory (Hennart)• Resource-based view (Barney)In the second lesson, students will be asked to apply one of the theories illustrated to their respective fields of research. |
| RISULTATI DI APPRENDIMENTO ATTESI/INTENDED LEARNING OUTCOMES | **Conoscenza e comprensione/ knowledge and understanding**: Al termine del corso, gli studenti dovrebbero essere in grado di: •* Applicare e comprende varie teorie IB.
* Definire un piano di ricerca in IB utilizzando diverse teorie.

Upon completion of the course, students should be able to: • Apply and understand various IB theories.  Define a research plan in IB using different theories. |
| **Capacità di applicare conoscenza e comprensione/ Applying knowledge and understanding:** Abilità di sviluppare, sulla base di un coerente frame teorico, una serie di ipotesi testabili nel campo delll’IBAbility to develop, on the basis of a coherent theoretical framework, a set of hypotheses that can be tested in the field of IB |
| Autonomia di giudizio/ making judgements: Capacità di identificare i principali step per la realizzazione di piano di ricercaAbility to identify the main steps for the implementation of a research plan |
| Abilità comunicative/ communication skills: Capacità di presentare in maniera efficace un piano di ricerca: research question, framework teorico e piano di verifica empiricoAbility to effectively present a research plan: research question, theoretical framework and empirical verification plan |
| Capacità di apprendimento/ learning skills: Capacità di lettura critica di paper scientificiAbility to critically read scientific papers |
| PREREQUISITI / ENTRY REQUIREMENTS | Conoscenza base delle principali teorie di management e delle metodologie di ricerca nel campo del ManagementBasic knowledge of the main management theories and research methodologies in the field of Management |
| CONTENUTI DEL CORSO / COURSE CONTENTS | **Session 1**: La prima lezione sulla base dei seguenti paper. First lesson will be on:Hennart, JF. (2009). Down with MNE-centric theories! Market entry and expansion as the bundling of MNE and local assets. *Journal of International Business Studies*, 40: 1432–1454.[Buckley](https://onlinelibrary.wiley.com/authored-by/Buckley/Peter%2BJ.), P. B. & [M. Casson](https://onlinelibrary.wiley.com/authored-by/Casson/Mark), (2020).The Internalization Theory of the Multinational Enterprise: Past, Present and Future, British *Journal of Management*, [31, (2](https://onlinelibrary.wiley.com/toc/14678551/2020/31/2)): 239-252.Dunning, J. H. (2001). The Eclectic (OLI) Paradigm of International Production: Past, Present and Future. International *Journal of the Economics of Business*, 8(2), 173–190. John H. Dunning, (2000). The eclectic paradigm as an envelope for economic and business theories of MNE activity, *International Business Review*, 9(2): 163-190.Peng, M. W. (2001). The resource-based view and international business, *Journal of Management*, 27, (6):803-829,Dunning, J. H., & Rugman, A. M. (1985). The influence of Hymer's dissertation on the theory of foreign direct investment. *The American Economic Review*, 75(2): 228-232.**Session 2**: Then, in the second class, each student or group will be asked to use a theory to propose potential research questions. Additionally, each student will need to present 2-3 hypotheses and suggest a possible empirical setting based on that theory.**Session 3**The evolution of global strategies and the new models of international companies1. Petricevic O., Teece D.J. (2019) The structural reshaping of globalization: implications for strategic sectors, profiting from innovation and the multinational enterprise. in: Journal of International Business Studies 50; 1487 – 1512
2. Narula R. (2019) Applying and advancing internalization theory: The multinational enterprise in the twenty-first century Journal of International Business Studies (2019) 50, 1231–1252
3. Andersson, U., Forsgren, M., & Holm, U. (2007). Balancing subsidiary influence in the federative MNC: A business network view. *Journal of International Business Studies*, *38*(5), 802-818.
4. Bouquet, C., & Birkinshaw, J. (2008). Weight versus voice: How foreign subsidiaries gain attention from corporate headquarters. *Academy of Management Journal*, *51*(3), 577-601
5. Kostova, T., Nell, P. C., & Hoenen, A. K. (2016). Understanding Agency Problems in Headquarters-Subsidiary Relationships in Multinational Corporations A Contextualized Model. *Journal of Management*

**Session 4**Modes of entry and sustainable strategies in international markets1. Pan Y., Tse D. (2000) Hierarchical models of market entry modes (2009) in: Journal of international Business Studies 31; 535 – 554
2. Editorial (2023) Strategic agility in international business in: Journal of World Business 58; 101411
3. Benedict J., Steenkamp E.M. et al. (2003) How perceived brand globalness creates brand value in: Journal of international business studies 34 (53 – 65
4. Dominguez N., Mayrhofer U. (2017) Internationalization stages of traditional SMEs: increasing, decreasing and re-increasing commitment to foreign markets. In International Business review 26; 1051-1063
5. Park B., Ghauri P.N. (2015) Determinants influencing CSR practices in small and medium sized MNE subsidiaries: A stakeholder perspective in “Journal of World Business 50; 192 – 204
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| TESTI DI RIFERIMENTO / REFERENCE BOOKS |  |
| METODOLOGIE DIDATTICHE/ TEACHING METHODS | La metodologia didattica sarà un mix di lezioni frontali e presentazioni da parte degli studenti sulla base delle letture dei paper e dei loro piani di ricerca.The didactic metodology will be a mix of lectures and presentations by the students on the basis of the readings of the appers and their research plans. |
| MODALITÀ DI VERIFICA E DI ACCERTAMENTO DELL’APPRENDIMENTO/ DETAILED DESCRIPTION OF ASSESSMENT METHOD | * Partecipazione in classe a alle discussioni (30%)/ Partecipations (30%)
* Presentazioni (70%): Gi studenti dovranno preparare una ipotetica prima bozza della loro proposta di ricerca, definendo le *research questions,* le teorie utilizzate una prima versione del disegno di ricerca con indicazione delle fonti utilizzate e delle metodologie di analisi che sembrano appropriate/ Students will have to prepare a hypothetical first draft of their research proposal, defining the research questions, theories used, a first version of the research design with an indication of the sources used and the methodologies of analysis that seem appropriate

**Evaluation criteria of assignment –** The Academic Grading System valid in US is used for the evaluation of the students: an ‘A’ grade requires deep reflections, critical insights, and effective analysis; a ‘B’ grade requires understanding of course materials, clear and logical thinking. Lower grades mean that students lack these requirements. **Late assignment policy –** Students must appreciate assignment due dates as proper deadlines. Barring serious problems, late assignments will be marked down.**Final Grades Releasing–** Final grades with specific feedback on attendance/participation and performance will be release to each student via email within one month from the due date of the Final Assignment. |