

GENERAL RESEARCH THEORIES IN MANAGEMENT SCIENCE II

Area Strategy

Number of sessions: 15

Term: Periodo 2

Language: English

Professor: **MARCO GIARRATANA**

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Professor Giarratana started his career in 2003 and he has experience in teaching in different institutions at different levels from bachelor to MBAs. Up to date, Professor Giarratana's research was published 28 international articles that have received more than 400 citations. His main interest is synergies.

Academic Experience

Associate (2011-2015) and Full (2015-2016) Professor, Bocconi University, Milan, Italy. Assistant (2003-2008) and Associate (2009-2011) Professor, Universidad Carlos III, Madrid, Spain. Visiting scholar at WZB, Berlin, Germany (1999-2000); Carnegie Mellon University, Pittsburgh, USA (2001-2002); LMU, Munich, Germany (2010).

Education

PhD in Economics & Management, Sant'Anna School of Advanced Studies, Pisa, Italy.

BA in Economics, Bocconi University, Milan, Italy

Corporate Experience

Freelance strategy consultant for several private and public companies.

Consultant for the Spanish Patent Office and the Italian Ministry of Industry Development.

Office Hours

Office hours will be on request. Please contact at:

On request

SUBJECT DESCRIPTION

The course will touch the main current topics in strategy with a particular attention to different theories.

LEARNING OBJECTIVES

- Understand theory in strategy
- Understand hypothesis formulation in strategy
- Understand empirical testing

TEACHING METHODOLOGY

IE University teaching method is defined by its collaborative, active, and applied nature. Students actively participate in the whole process to build their knowledge and sharpen their skills. Professor's main role is to lead and guide students to achieve the learning objectives of the course. This is done by engaging in a diverse range of teaching techniques and different types of learning activities such as the following:

Learning Activity	Weighting
Lectures	20.0 %
Discussions	40.0 %
Individual studying	40.0 %
TOTAL	100.0 %

AI POLICY

In this course, the use of GenAI tools is permitted under specific guidelines provided by the instructor. The aim is to develop an informed and critical perspective on the potential uses and outputs generated by these tools.

It is mandatory for all students to clearly acknowledge in their outputs how and under what conditions GenAI was utilized. Failure to declare the use of GenAI constitutes a violation of IE ethical standards and will be addressed accordingly.

The instructor will also provide clear instructions regarding scenarios where the use of GenAI is prohibited.

PROGRAM

SESSIONS 1 - 2 (LIVE IN-PERSON)

Sustainability Topics:

- Governance
- Economic Development

Introduction

- What is strategy?
- What is strategy research?
- What is a research paper?

Working Paper: Abduction. An Empirical View on Theory Abduction: Social Identity Theory in Management Research.

Working Paper: Semiotic Abduction

SESSIONS 3 - 4 (LIVE IN-PERSON)

Sustainability Topics:

- Governance

Theory 1: Transaction costs

Article: Multi-business Firms, Resource Redeployment and Transaction Costs. Academy of Management Annual Meeting Proceedings 2018, Vol. 2018 Issue 1, p1 (Academy of Management Annual Meeting Proceeding)

SESSIONS 5 - 6 (LIVE IN-PERSON)

Sustainability Topics:

- Environment
- Governance
- Social Challenge

Theory 2: Stakeholder

Article: The relationship between corporate social responsibility and shareholder value: an empirical test of the risk management hypothesis. Strategic Management Journal Strat. Mgmt. J., 30: 425–445 (2009). (CED)

SESSION 7 (LIVE IN-PERSON)

Sustainability Topics:

- Environment
- Governance
- Social Challenge
- Economic Development

Recap of the first 6 lectures: A question and answer debate.

SESSION 8 (LIVE ONLINE)

Sustainability Topics:

- Social Challenge

Theory 3: RBV

Article: Opportunity costs, industry dynamics, and corporate diversification: Evidence from the cardiovascular medical device industry. Strategic Management Journal Strat. Mgmt. J., 34: 1265–1287 (2013). (CED)

SESSION 9 (DISCUSSION FORUM)

Sustainability Topics:

- Governance

Questions and Answer on Session 8

SESSION 10 (LIVE IN-PERSON)

Sustainability Topics:

- Social Challenge
- Economic Development

Information, imitation and positioning

Article: Does imitation increase or decrease demand for an original product? Understanding the opposing effects of discovery and substitution Volume 44, Issue 3. Mirici et al. (Strategic Management Journal)

SESSION 11 (LIVE IN-PERSON)

Sustainability Topics:

- Environment
- Governance
- Social Challenge

Questions and answers on Session 10

SESSION 12 (LIVE IN-PERSON)

Sustainability Topics:

- Social Challenge

Theory 6: Strategic Human Capital

Article: Do Managers Capture the Value they Create? Drivers of Managers' Value Capture in a Large Retail Chain

SESSION 13 (LIVE IN-PERSON)

Questions and Answers of Session 12

SESSION 14 (LIVE IN-PERSON)

Sustainability Topics:

- Governance
- Economic Development

How to test strategy theory with experimental design?

Article: Kitchen confidential? Norms for the use of transferred knowledge in gourmet cuisine

SESSION 15 (DISCUSSION FORUM)

Sustainability Topics:

- Economic Development

Final exam

EVALUATION CRITERIA

The assessment will be based on two key components:

Class Participation: This includes interactions during lectures, presentations, and active involvement in classroom discussions. Your engagement in these activities is essential for a holistic learning experience and will be integral to your final grade.

Final Homework Exam: After the completion of the course, you will be required to submit a final homework exam by a specified deadline. This assignment will involve the formulation of a research hypothesis and the proposal of an empirical method to test this hypothesis. It is designed to assess your ability to apply theoretical knowledge to research empirical methods.

criteria	percentage	Learning Objectives	Comments
Class Participation	70 %		
Final Exam	30 %		

FAILING GRADE AND REASSESSMENT

When students receive a Fail in a course, they have the opportunity to present themselves for reassessment in order to earn the necessary credits toward graduation.

The reassessment of students should be scheduled between 5 and 10 working days after the review session takes place.

Grades for the reassessment are limited to a Low Pass and Fail.

Both, the initial Fail as well as the grade of the reassessment remain on the transcript. For the purpose of calculating the GPA however, only the grade of the reassessment is to be considered. Students receiving a failing grade in the reassessment of a course will not be able to continue in the program.

BEHAVIOR RULES

Please, check the University's Code of Conduct [here](#). The Program Director may provide further indications.

ATTENDANCE POLICY

Please, check the University's Attendance Policy [here](#). The Program Director may provide further indications.

ETHICAL POLICY

Please, check the University's Ethics Code [here](#). The Program Director may provide further indications.