

## PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO – PPA



UNIVERSIDADE ESTADUAL DE MARINGÁ – UEM  
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### PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD4084	01/2012

**DISCIPLINA:** Estratégias de Internacionalização

**PROFESSORA:** Fabiane Cortez Verdu

**EMENTA:** Estudo das estratégias de internacionalização, da administração de negócios internacionais e da complexidade do ambiente internacional de negócios.

**CONTEÚDO PROGRAMÁTICO:** Administração estratégica em contexto internacional. Globalização. Internacionalização. Investimento Direto no Exterior. Organizações Multinacionais. Modos de entrada em mercados internacionais. Internacionalização das Pequenas e Médias Empresas. Abordagens Econômica e Organizacional da internacionalização. Abordagens de redes. Recursos, capacidades e competências. Cultura e internacionalização. Economias emergentes, países em desenvolvimento e internacionalização. Novas perspectivas de pesquisa em negócios internacionais.

Aula	Assunto	Texto
1	Administração estratégica em contexto internacional. Globalização. Internacionalização.	BUCKLEY, P.J.; GHAURI, P.N. Globalization, economic geography, and the strategy of MNE. <b>Journal of International Business Studies</b> , v. 35, n.2, p. 81 – 98, 2004. BODDEWYN, J.J.; TOYNE, B.; MARTINEZ, Z.L. The meanings of international management. <b>Management International Review</b> , v. 44, n.2, p. 195-212, 2004.
2	Investimento Direto no Exterior.	BLONIGEN, B.A. A review of the empirical literature on FDI determinants. <b>Atlantic Economic Journal</b> , v.33, p. 383 – 403, 2005. CHANG, S.J. ROSENZWEIG, P.M. The choice of entry mode in sequential FDI. <b>Strategic Management Journal</b> , v. 22, p. 747 – 776, 2001.
3	Organizações Multinacionais.	KOGUT, B. ZANDER, U. Knowledge of the firm and the evolutionary theory of the multinational corporation. <b>Journal of International Business Studies</b> , v.24, p. 625-645, 1993. VERBEKE, A. The evolutionary view of the MNE and the future of internalization theory. <b>Journal of International Business Studies</b> , v. 34, p. 498-504, 2003.
4	Modos de entrada em mercados internacionais.	ROCHA; A.; ALMEIDA, V. Estratégias de entrada e de operação em mercados internacionais. In: TANURE, B.; DUARTE, R.G (orgs.). <b>Gestão Internacional</b> . São Paulo: Saraiva, 2006. CYRINO, A.B. BARCELLOS, E.P. Estratégia de internacionalização: evidências e reflexões sobre empresas brasileiras. In: TANURE, B.; DUARTE, R.G (orgs.). <b>Gestão</b>

		<p><b>Internacional</b>. São Paulo: Saraiva, 2006.</p> <p>SHARMA, V.M.; ERRAMILI, M.K. Resource-based explanation of entry mode choice. <b>Journal of Marketing Theory and Practice</b>, v.12, n. 1, p. 1-18, 2004.</p>
5	Internacionalização das Pequenas e Médias Empresas.	<p>CHE SENIK, Z.; SCOTT-LADD, B.; ENTREKIN, L.; ADHAM, K.A. Networking and internationalization of SMEs in emerging economies. <b>Journal of International Entrepreneurship</b>, 9, p. 259-281, 2011.</p> <p>DIB, L.A.; ROCHA, A.; SILVA, J.F. The internationalizations process of Brazilian software firms and the born global phenomenon: examining firm, network, and entrepreneur variables. <b>Journal of International Entrepreneurship</b>, 8, p. 233-253, 2010.</p>
6	Abordagem Econômica	<p>DUNNING, J.H. <b>Toward an eclectic theory of international production: some empirical tests</b>. <i>Journal of International Business Studies</i>, v. 11, p. 9-31, 1980.</p> <p>CUMBERLAND, F. <b>Theory development within international market entry mode: an assessment</b>. <i>The Marketing Review</i>, 6, p. 349-373, 2006.</p>
7	Abordagem Organizacional	<p>JOHANSON, J.; VAHLNE, J. The internationalization process of the firm – a model of knowledge development and increasing foreign market commitments. <b>Journal of International Business Studies</b>, v. 8, p. 23 – 33, 1977.</p> <p>OVIATT, B.M.; McDOUGALL, P.P. Toward a theory of international new ventures. <b>Journal of International Business Studies</b>, v. 36, p. 29 – 41, 2005.</p>
8	Abordagem Organizacional	<p>CHETTY, S.; CAMPBELL-HUNT, C. A strategic approach to internalization: a traditional versus a “born global” approach. <b>Journal of International Marketing</b>, v. 12, n. 1, p. 57-81, 2004.</p> <p>KEUPP, M.M.; GASSMANN, O. The past and the future of international entrepreneurship: a review and suggestions for developing the field. <b>Journal of Management</b>, v. 35, n. 3, p. 600-633, 2009.</p>
9	Abordagens de redes.	<p>JOHANSON, J.; VAHLNE, J. Business relationship learning and commitment in the internationalization process. <b>Journal of International Entrepreneurship</b>, v. 1, n. 1, p. 83-101, 2003.</p> <p>CHETTY, S.; AGNDAL, H. Social capital and its influence on changes in internationalization mode among small and medium-sized enterprises. <b>Journal of International Marketing</b>, v. 15, n. 1, p. 1-29, 2007.</p>
10	Recursos, capacidades e competências.	<p>PENG, M.W. The resource-based view and international business. <b>Journal of Management</b>, v.27, p. 803-829, 2001.</p> <p>TALLMAN, S.; LINDQUIST, K.F. Internationalization, globalization, and capability-based strategy. <b>California Management Review</b>, v. 45, n.1, p. 116 – 135, 2002.</p>
11	Cultura e internacionalização.	<p>SHENKAR, O. Cultural distance revisited: toward a more rigorous conceptualization and measurement of cultural differences. <b>Journal of International Business Studies</b>, v.32, p.519-535, 2001.</p> <p>BROUTHERS, K. BROUTHERS, L. Explaining the national culture distance paradox. <b>Journal of International Business Studies</b>, v.32, p. 177-189, 2001.</p>
12	Economias emergentes, países em desenvolvimento e internacionalização.	<p><a href="#">RITOSSA, C.M.</a>; <a href="#">BULGACOV, S.</a> Internationalization and diversification strategies of agricultural cooperatives: a quantitative study of the agricultural cooperatives in the state of Parana. <b>Brazilian Administration Review</b>, v. 6, n. 3, p.187-212, 2009.</p> <p>SILVA, J.F.; ROCHA, A.; CARNEIRO, J. The international expansion of firms from emerging markets: toward a typology of Brazilian MNEs. <b>Latin American Business Review</b>, v.10, p. 95-115, 2009.</p>
13	Novas perspectivas de pesquisa em negócios internacionais.	<p>SHENKAR, O. One more time: international business in a global economy. <b>Journal of International Business Studies</b>, v. 35, p. 161-171, 2004.</p>

		RICART, J. E. ENRIGHT, M. J. GHEMAWAT, P. HART, S. L. KHANNA, T. New frontiers in international strategy. <b>Journal of International Business Studies</b> , v. 35, p. 175-200, 2004.
14	Pesquisa em pequenas empresas	PRASHANTHAM, S. Future research directions. In: PRASHANTHAM, S. <b>The internationalization of small firms</b> . New York: Routledge, 2008. RUZZIER, M.; HISRICH, R.D.; ANTONCIC, B. SME internalization research: past, present and future. <b>Journal of Small Business and Enterprise Development</b> , v. 13, n. 4, p. 476-497, 2006.
15	Fechamento da disciplina	

### CRITÉRIO DE AVALIAÇÃO:

Ao alunos serão avaliados individualmente por meio da participação em sala de aula e do trabalho final da disciplina.

Participação em sala de aula (peso 1, nota de 0 a 10): entrega de resenha dos artigos de cada aula (1 resenha por artigo, máximo 2 páginas por resenha) e apresentação de seminários.

Trabalho final da disciplina (peso 1, nota de 0 a 10): artigo acadêmico com no mínimo 8 e no máximo 16 páginas, que deve observar a norma culta da língua portuguesa e as normas técnicas vigentes.

### BIBLIOGRAFIA:

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BODDEWYN, J.J.; TOYNE, B.; MARTINEZ, Z.L. The meanings of international management. **Management International Review**, v. 44, n.2, p. 195-212, 2004.

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CHETTY, S.; AGNDAL, H. Social capital and its influence on changes in internationalization mode among small and medium-sized enterprises. **Journal of International Marketing**, v. 15, n. 1, p. 1-29, 2007.

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DUNNING, J. Toward an eclectic theory of international production: some empirical tests. **Journal of International Business Studies**, v. 11, n. 3, p. 9-31, 1980.

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FREEMAN, S.; EDWARDS, R.; SCHRODER, B. How smaller born-global firms use networks and alliances to overcome constraints to rapid internationalization. **Journal of**

**International Marketing**, v. 14, n. 3, p. 33-63, 2006.

HAN, M. Developing social capital to achieve superior internationalization: a conceptual model. **Journal of International Entrepreneurship**, v. 4, p. 99-112, 2006.

JOHANSON, J.; VAHLNE, J. Business relationship learning and commitment in the internationalization process. **Journal of International Entrepreneurship**, v. 1, n. 1, p. 83-101, 2003.

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KEUPP, M.M.; GASSMANN, O. The past and the future of international entrepreneurship: a review and suggestions for developing the field. **Journal of Management**, v. 35, n. 3, p. 600-633, 2009.

KNIGHT, G.A.; CAVUSGIL, S.T. Innovation, organizational capabilities, and the born-global firm. **Journal of International Business Studies**, v. 35, p. 124-141, 2004.

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McDOUGALL, P.P.; OVIATT, B.M. International entrepreneurship: the intersection of two research paths. **Academy of Management Journal**, v. 43, n. 5, p. 902-906, 2000.

MOEN, O.; SERVAIS, P. Born global or gradual global? Examining the export behavior of small and medium-sized enterprises. **Journal of International Marketing**, v. 10, n. 3, p. 49-72, 2002.

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OVIATT, B.M.; McDOUGALL, P.P. Toward a theory of international new ventures. **Journal of International Business Studies**, v. 36, p. 29-41, 2005.

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RITOSSA, C.M.; BULGACOV, S. Internationalization and diversification strategies of

agricultural cooperatives: a quantitative study of the agricultural cooperatives in the state of Parana. **Brazilian Administration Review**, v. 6, n. 3, p.187-212, 2009.

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THAI, M.T.T.; CHONG, L.C. Born global: the case of four Vietnamese SMEs. **Journal of International Entrepreneurship**, v. 6, p. 72-100, 2008.

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