

PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO – PPA



UNIVERSIDADE ESTADUAL DE MARINGÁ – UEM
Centro de Ciências Sociais Aplicadas - Departamento de Administração
Av. Colombo, 5.790 – Bloco C-23 - Jardim Universitário – 87020-900 – Maringá – PR
Fone/Fax: (44) 3261-4976 / 3261-4941

PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD4084	01/2014

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. Journal of International Business Studies , v. 35, n.2, p. 81 – 98, 2004. BODDEWYN, J.J.; TOYNE, B.; MARTINEZ, Z.L. The meanings of international management. Management International Review , 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. Atlantic Economic Journal , v.33, p. 383 – 403, 2005. CHANG, S.J. ROSENZWEIG, P.M. The choice of entry mode in sequential FDI. Strategic Management Journal , 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. Journal of International Business Studies , v.34, p. 516-529, 2003. VERBEKE, A. The evolutionary view of the MNE and the future of internationalization theory. Journal of International Business Studies , 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.). Gestão Internacional . São Paulo: Saraiva, 2006.

		<p>CYRINO, A.B. BARCELLOS, E.P. Estratégia de internacionalização: evidências e reflexões sobre empresas brasileiras. In: TANURE, B.; DUARTE, R.G (orgs.). Gestão Internacional. São Paulo: Saraiva, 2006.</p> <p>SHARMA, V.M.; ERRAMILI, M.K. Resource-based explanation of entry mode choice. Journal of Marketing Theory and Practice, 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. Journal of International Entrepreneurship, 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. Journal of International Entrepreneurship, 8, p. 233-253, 2010.</p>
6	Abordagem Econômica	<p>DUNNING, J.H. The eclectic (OLD) paradigm of international production: past, present and future. International Journal of the Economics of Business, v. 8, n. 2, p. 173-190, 2001.</p> <p>CUMBERLAND, F. Theory development within international market entry mode: an assessment. <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. Journal of International Business Studies, v. 8, p. 23 – 33, 1977.</p> <p>OVIATT, B.M.; McDOUGALL, P.P. Toward a theory of international new ventures. Journal of International Business Studies, v. 36, p. 29 – 41, 2005.</p>
8	Abordagem Organizacional e Internacionalização das IES	<p>CHETTY, S.; CAMPBELL-HUNT, C. A strategic approach to internalization: a traditional versus a “born global” approach. Journal of International Marketing, v. 12, n. 1, p. 57-81, 2004.</p> <p>ALTBACH, P.G.; KNIGHT, J. The internalization of higher education: motivations and realities. Journal of Studies In International Education, v. 11, n. 3, p. 290-305, 2007.</p>
9	Abordagem de redes.	<p>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.</p> <p>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.</p>
10	Recursos, capacidades e competências.	<p>PENG, M.W. The resource-based view and international business. Journal of Management, v.27, p. 803-829, 2001.</p> <p>TALLMAN, S.; LINDQUIST, K.F. Internationalization, globalization, and capability-based strategy. California Management Review, 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. Journal of International Business Studies, v.43, p. 1-11, 2012.</p> <p>BROUTHERS, K. BROUTHERS, L. Explaining the national culture distance paradox. Journal of International Business Studies, v.32, p. 177-189, 2001.</p>
12	Economias emergentes, países em desenvolvimento e internacionalização.	<p>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.</p>

		SILVA, J.F.; ROCHA, A.; CARNEIRO, J. The international expansion of firms from emerging markets: toward a typology of Brazilian MNEs. Latin American Business Review , v.10, p. 95-115, 2009.
13	Novas perspectivas de pesquisa em negócios internacionais.	SHENKAR, O. One more time: international business in a global economy. Journal of International Business Studies , v. 35, p. 161-171, 2004. RICART, J. E. ENRIGHT, M. J. GHEMAWAT, P. HART, S. L. KHANNA, T. New frontiers in international strategy. Journal of International Business Studies , v. 35, p. 175-200, 2004.
14	Pesquisa em pequenas empresas	PRASHANTHAM, S. Future research directions. In: PRASHANTHAM, S. The internationalization of small firms . New York: Routledge, 2008. RUZZIER, M.; HISRICH, R.D.; ANTONCIC, B. SME internalization research: past, present and future. Journal of Small Business and Enterprise Development , 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.

CHEN, Homin; CHEN, Tain-Jy. Network linkages and location choice in foreign direct investment. **Journal of International Business Studies**, v. 29, n. 3, p. 445-468, 1998.

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.

CHETTY, S.; CAMPBELL-HUNT, C. A strategic approach to internalization: a traditional versus a “born global” approach. **Journal of International Marketing**, v. 12, n. 1, p. 57-81, 2004.

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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- 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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- JOHANSON, J.; VAHLNE, J. The internationalization process of the firm. **Journal of International Business Studies**, v.8, p. 23-32, 1977.
- JOHANSON, J.; VAHLNE, J. The mechanism of internationalization. **International Marketing Review**, v. 7, n. 4, p. 11-24, 1990.
- 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.
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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.
- PENG, M.W. The resource-based view and international business. **Journal of Management**, v. 27, p. 625-641, 2001.
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SILVA, J.F.; ROCHA, A.; CARNEIRO, J. The international expansion of firms from emerging markets: toward a typology of Brazilian MNEs. **Latin American Business Review**, v.10, p. 95-115, 2009.

TALLMAN, S.; FLADMOE-LINDQUIST, K. Internationalization, globalization, and capability-based strategy. **California Management Review**, v. 45, n. 1, p. 116-135, 2002.

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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