

**PLANO DE ENSINO**

<b>CARGA HORÁRIA</b>	<b>CRÉDITOS</b>	<b>CÓDIGO</b>	<b>SEM./ANO</b>
60 H/A	04	DAD4084	01/2021

**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.	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. EDEN, L.; DAI, L.; LI, D. International business, International Management, and International Strategy: what's in a name? <b>International Studies of Management &amp; Organization</b> , v. 30, n. 4, p. 54-68, 2010/2011.
2	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 Internacional</b> . São Paulo: Saraiva, 2006.
3	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.
4	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.34, p. 516-529, 2003. (Decade Award). 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.

5	Internacionalização das Pequenas e Médias Empresas.	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. 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.
6	Abordagem Econômica	DUNNING, J.H. The eclectic (OLD) paradigm of international production: past, present and future. <b>International Journal of the Economics of Business</b> , v. 8, n. 2, p. 173-190, 2001. CUMBERLAND, F. <b>Theory development within international market entry mode: an assessment.</b> The Marketing Review, 6, p. 349-373, 2006.
7	Abordagem Comportamental	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. (Decade Award). 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.
8	Abordagem Comportamental	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. (Decade Award). CAVUSGIL, S.T.; KNIGHT, G. The born global firm: An entrepreneurial and capabilities perspective on early and rapid internationalization. <b>Journal of International Business Studies</b> , 46, 3–16., 2015. (Decade Award).
9	Abordagem de redes.	JOHANSON, J.; VAHLNE, J.-E. The Uppsala internationalization process model revisited: from liability of foreignness to liability of outsidership. <b>Journal of International Business Studies</b> , v. 40, p. 1411-1431, 2009. (Decade Award). SCHWEIZER, R.; VAHLNE, J.-E.; JOHANSON, J. Internationalization as an entrepreneurial process. <b>Journal of International Entrepreneurship</b> , 8(4), 343–370, 2010.
10	Recursos, capacidades e competências.	PENG, M.W. The resource-based view and international business. <b>Journal of Management</b> , v.27, p. 803-829, 2001. TALLMAN, S.; LINDQUIST, K.F. Internationalization, globalization, and capability-based strategy. <b>California Management Review</b> , v. 45, n.1, p. 116 – 135, 2002.
11	Cultura e internacionalização.	SHENKAR, O. Cultural distance revisited: toward a more rigorous conceptualization and measurement of cultural differences. <b>Journal of International Business Studies</b> , v.43, p. 1-11, 2012. (Decade Award). BROUTHERS, K. BROUTHERS, L. Explaining the national culture distance paradox. <b>Journal of International Business Studies</b> , v.32, p. 177-189, 2001.
12	Economias emergentes, países em desenvolvimento e internacionalização.	<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. 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.
13	Perspectivas de pesquisa em negócios internacionais.	SHENKAR, O. One more time: international business in a global economy. <b>Journal of International Business Studies</b> , v. 35, p. 161-171, 2004.

		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. LAUFS, K.; SCHWENS, C. Foreign market entry mode choice of small and medium-sized enterprises: a systematic review and future research agenda. <b>International Business Review</b> , v. 23, 1109-1126, 2014.
15	Fechamento da disciplina	Discussao sobre o andamento do trabalho final da disciplina

**CRITÉRIO DE AVALIAÇÃO:** Os 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 (padrão ANPAD) 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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CAVUSGIL, S.T.; KNIGHT, G. The born global firm: An entrepreneurial and

CHANG, S.J. ROSENZWEIG, P.M. The choice of entry mode in sequential FDI. **Strategic Management Journal**, v. 22, p. 747 – 776, 2001.

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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.

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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.

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.

DUNNING, J.H. The eclectic (OLI) paradigm of international production: past, present and future. **International Journal of the Economics of Business**, v. 8, n. 2, p. 173-190, 2001.

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