

Universidade Estadual de Maringá
Mestrado em Administração
Disciplina Empreendedorismo
Professora Dra Hilka Vier Machado

Ementa:

Abordagem do processo empreendedor enfocando diferentes possibilidades de criação de empresas, bem como características de empresas familiares, políticas públicas de fomento ao empreendedorismo e situações de sucesso e fracasso nos negócios.

Programa/plano

- Encontro 1- Dia 18/08 – 4 horas

O campo de estudos do Empreendedorismo e a abordagem macro/meso/micro econômica.

Leituras:

- Pierre-André Julien – Empreendedorismo regional e economia do conhecimento. Saraiva, 2010. Introdução
- Baron, Robert A. , Shane, Scott A. Empreendedorismo uma visão do processo. Thomson, 2007. Capítulo 1.
- Pierre-André Julien – Empreendedorismo regional e economia do conhecimento. Saraiva, 2010. Capítulos de 1 a 5.

- Encontro 2 – Dia 25/08 – 4 horas

A abordagem processual do Empreendedorismo

Leituras:

- Baron, Robert A. , Shane, Scott A. Empreendedorismo uma visão do processo. Thomson, 2007. Capítulos 2 a 7.

- Encontro 3 – dia 01/09 – 4 horas

A exploração de oportunidades

Leituras:

- Eckhardt, J, Shane, S. Opportunities and Entrepreneurship. Journal of Management 2003, 29, p.333-349.
- Ardichvili, A, Cardozo, R., Ray, S. A theory of opportunity identification and development. Journal of Business Venturing, 18, 2003, p. 105-123.
- Vaghely, I., Julien, P.A. Are opportunities recognized or constructed ?An information perspective of entrepreneurial opportunity identification. Journal of Business Venturing, 25, 2010, p. 73-86.

➤ Encontro 4 – dia 08/09 – 4 horas

O papel da informação e da inovação

Leituras

- Pierre-André Julien – Empreendedorismo regional e economia do conhecimento. Saraiva, 2010. Capítulos 6 a 10.

➤ Encontro 5 – dia 15/09 – 4 horas

Delimitando o campo de estudos

Leituras

- Shane, S., Venkataraman, S. The promise of Entrepreneurship as a field of research. *Academy of Management Review*, 2000, v. 25, n1. P. 217-226
- Bruyat, C., Julien, P.A. Defining the field of research in Entrepreneurship. *Journal of Business Venturing*, 2000, 16, 165-180.
- Gartner, W.B. What are we talking about when we talk about Entrepreneurship? *Journal of Business Venturing*, 5, 15-28. 1990.

➤ Encontro 6 – dia 22/09 – 4 horas

Delimitando o campo de estudos

Leituras

- Gartner, W.B . A conceptual framework for describing the phenomenon of New Venture Creation. *Academy of Management Review*, 1985, 10,4, p.696-706.
- Gartner, W.B. Who is an Entrepreneur? Is the wrong question. *Entrepreneurship Theory and Practice*, 1989, p.47-67.
- Gartner, W.B. , Davidsson, P, Zahra, S. Are you talking to me? The nature of community in Entrepreneurship Scholarship. *Entrepreneurship Theory and Practice*, 2006, p. 321- 331.
- Zahara, S. Contextualizing theory building in entrepreneurship research. *Journal of Business Venturing*, 22, 2007, p. 443-452.

➤ Encontro 7 – dia 29/09 – 4 horas

A abordagem Effectuation

Leituras

- Augier, Mie; Sarasvathy, Saras D. Integrating Evolution, Cognition and Design: Extending Simonian Perspectives to Strategic Organization. *Strategic Organization*, 2001, 2, p. 169-204.
- Dew, Nicholas; Read, Stuart; Sarasvathy, Saras D.; Wiltbank, Robert. Outlines of a behavioral theory of the entrepreneurial firm. *Journal of Economic Behavior & Organization*, 2008, 66, p. 37-59.
- Robert Wiltbank; Nicholas Duwe; Read, Stuart; Sarasvathy, Saras D . What to do next? The case for non-predictive strategy. *Strategic Management Journal*. 2006, 27, p. 981-998.

➤ Encontro 8 – dia 06/10 – 4 horas

A abordagem Effectuation

Leituras

- Sarasvathy, Saras D. Effectuation Elements of Entrepreneurial Expertise. *New Horizons in Entrepreneurship*, 2008. Capítulo 5.
- Vídeo You Tube

➤ Encontro 9 – 13/10 – 4 horas

A abordagem Effectuation

Leituras

- Read, S., Dew, N., Sarasvathy, S., Song, M. e Wiltbank, R. Marketing under uncertainty: the logic of an effectual approach. *Journal of Marketing*, may 2009, v. 73, p. 1-18.
- Sarasvathy, S. Dew, N., Read, S., Wiltbank, R. Designing organizations that design environments: lessons from entrepreneurial expertise. *Organization Studies*, 2008, 29, p. 331- 350.

➤ Encontro 10 – 20/10 – 4 horas

Estudos com mulheres empreendedoras

Leituras

- Machado, H.V. Identidades de Mulheres Empreendedoras. EDUEM, 2009.
- Artigo

- Encontro 11 – Dia 3/11- 4 horas aula

Empreendedorismo e Cultura

Leituras

- Mueller, S. L., Thomas, A. Culture and Entrepreneurial Potential: a nine country study of locus of control and innovativeness. *Journal of Business Venturing*, 16, p. 51-75, 2000.
- Busenitz, L., Gómez, C., Spenceer, J.W. Country Institutional profiles: unlocking entrepreneurial phenomena. *Academy of Management Journal*, 2000, 43, 5, p. 904-1003.
- Tiessen, J. H. Individualism, Collectivism, and Entrepreneurship: A framework for international comparative research.

- Encontro 12 – Dia 10/11 – 4 horas aula

Empreendedorismo Social

Leituras

- Townsend, D.M., Hart, T. Perceived Institutional Ambiguity and the choice of organizational form in Social entrepreneurial ventures. *Entrepreneurship Theory and Practice*, 2008, p. 685-700.
- Mort, S.G., Weerawardena, J., Carnegie, K. Social Entrepreneurship: towards conceptualisation. *International Journal of Nonprofit and Voluntary Sector Marketing*, 8, 2003, p. 76-88

- Encontro 13- Dia 17/11 – 4 horas

Educação em Empreendedorismo

Leituras

- Kuratko, D. The Emergence of Entrepreneurship Education: Development, Trends, and Challenges. *Entrepreneurship Theory and Practice*, 2005, p. 577-597.
- Politis, D. The Process of Entrepreneurial Learning: A conceptual Framework. *Entrepreneurship Theory and Practice*, 2005, p. 399-423.

- Encontro 14 – dia 24/11 – 4 horas

Crescimento de Empresas

Leituras:

- Janssen, F. Does the Environment influence the employment growth of SMEs? *Journal of Small Business and Entrepreneurship* 22, 3, 2009, p. 311-326.
- Janssen, F. The Conceptualisation of Growth: are employment and turnover interchangeable criteria? *Journal of Entrepreneurship*, 2009, p. 21-45.
- Davidsson, P., Steffens, P., Fitzsimmons, J. Growing profitable or growing from profits: putting the horse in front of the cart? *Journal of Business Venturing*, 2009, p. 388-406.

➤ Encontro 15 – 01/12 – 4 horas

Mortalidade de Empresas

Leituras

- Machado, H.V. Causas de Mortalidade de Pequenas Empresas. EDUEM, 2007.

CRITÉRIO DE AVALIAÇÃO DA DISCIPLINA:

- 1- Resenhas de todos os textos a ser entregue no dia da aula – peso 5
- 2- Ensaio teórico sobre algum tema do programa – peso 5.