# MANA 6328 - 001

# PhD Seminar: Business Policy

**Fall 2018**

**Instructor:** Professor Liliana Perez-Nordtvedt

**Date and Time:** Tuesday, 2:00-4:50pm

**Classroom:** SH 205

**Office hours:** by appointment, **Office:** COBA 215

**Course Description:**

# The primary objective of this seminar is to provide a foundation for conducting and publishing original research in strategic management. The literature in strategic management seeks to explain why some firms outperform others by analyzing the effects of a variety of variables at multiple levels of analysis. The reading list covered during the semester will provide you with only a starting point to key theoretical and empirical research in selected areas of strategic management. You will need to supplement it with other papers you find interesting/useful.

**Course Requirements:**

1. Class Participation: I expect everyone to have read every single article. Everyone should actively participate in the discussion. There will be no discussion leaders as I want everyone engaged. You are not to only read and discuss the papers that you summarize. In addition, I expect you to attend any presentation by guest speakers (or faculty job candidates if any) we have in the management department.
2. Paper summaries: Each student will summarize two articles. The purpose of this assignment is for all of you to have a starting point for studying for your comp exams. You can decide amongst yourselves who summarizes what paper each session.
3. Paper ideas: On the first day of class, each student will pick two different sessions for which they will write a paper idea. Based on the assigned studies on a topic, you will identify gaps in the literature and offer interesting theoretical approaches or frameworks to fill these gaps. Your idea should be explained in about one single-spaced page. The purpose of this assignment is to outline ideas for your future work in the context of strategic management. The paper ideas will be due in class on the day of the selected topic and you should bring a copy for all of us. You can present your idea and we will give you feedback.
4. Short Paper: This paper should not be a full paper. It should be about 18 pages all inclusive. The paper will consist of you bringing a theory or phenomenon studied in another area/field of study (e.g., chemistry) into the field of strategic management. Students are expected to turn in the paper and present it. The purpose of this paper is to have you look at strategic management through a completely different lens and hopefully give you an idea to develop a full paper outside of class.
5. Research paper: This is a regular length paper (between 30-35 pages all-inclusive of references, tables, and figures). The paper should be prepared using the Academy of Management style guide. This paper will be on a topic of your choosing that is within the domain of this seminar. Consider using one of your paper ideas as the topic of your paper. You need to arrange a time to meet with me to talk about the paper and for me to approve it. The aim will be to submit this paper to the AOM meeting in 2019 in Boston, Massachusetts (Theme: Understanding the Inclusive Organization; deadline for submission is usually in January; <http://aom.org/annualmeeting/theme.aspx> ). Eventual goal should be publication in a good academic journal.
6. The final exam will be comprehensive and should be representative of the comprehensive examinations.

**Grading:**

Class participation: 25%

Paper ideas: 10%

Short Paper: 20%

Final Research Paper: 25%

Final exam: 20%

**Paper summaries**

Summaries should be approximately one page (single spaced) in length, typed, and have the following format:

1. Complete citation following the Academy of Management style.
2. Summarized by: student’s name.
3. Theoretical argument -- summarize the theoretical arguments of the reading, its basic assumptions, its major propositions, etc.
4. Methodology -- briefly summarize the research methods (if any) used.
5. Results and conclusions -- summarize any empirical results, any theoretical conclusions, implications of the reading, etc.

# SESSIONS – PhD Seminar: Business Policy

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|  | **Topics** | Day |
| Session 1 | Introduction and Administration | August 28, 2018 |
| Session 2 | An Introduction to Strategic Management Research | September 4, 2018 |
| Session 3 | The Role of Environment and Industry in Strategy Research | September 11, 2018 |
| Session 4 | The Resource-Based View of the Firm  | September 18, 2018 |
| Session 5 | Knowledge Transfer and Knowledge Creation | September 25, 2018 |
| Session 6 | Time in Strategy Research | October 2, 2018 |
| Session 7 | Strategy Process Research | October 9, 2018 |
| Session 8 | Corporate Strategy: Diversification | October 16, 2018 |
| Session 9 | Corporate Strategy: Mergers and Acquisitions | October 23, 2018 |
| Session 10 | **Short Paper Presentations** | October 30, 2018 |
| Session 11 | Strategic Change and Adaptation | November 6, 2018 |
| Session 12 | Corporate Governance (Board composition, Ownership) | November 13, 2018 |
| Session 13 | Upper Echelons Perspective: CEOs and Top Management Teams | November 20, 2018 |
| Session 14 | Methodological Issues in Strategic Management | November 27, 2018 |
| Session 15 | **Research Paper Presentations** | December 4, 2018  |
| Session 16 | **Final Exam** | December 11, 2018, 2-4:30pm |