

PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD4084	01/2026

DISCIPLINA: Estratégias de Internacionalização

Linha de Pesquisa: Organizações e Sociedade

PROFESSOR: 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. Expatriação e repatriação. Internacionalização das Instituições de Ensino Superior. Internacionalização em Casa.

Aula	Assunto	Textos
1	Administração estratégica em contexto internacional. Globalização. Internacionalização. Expatriação e Repatriação. Blocos comerciais.	VERBEKE, A; COEURDEROY, R.; MATT, T. The future of international business research on corporate globalization that never was... Journal of International Business Studies , v.49, p. 1101-1112, 2018. BARUCH, Y.; ALTMAN, Y.; TUNG, R.L. Career Mobility in a global era: advances in managing expatriation and repatriation. The Academy of Management Annals , v. 10, n. 1, p. 841-889, 2016.
2	Modos de entrada em mercados internacionais.	CAVUSGIL, S.T.; KNIGHT, G.; RIESENBERGER, J.R. Negócios internacionais: estratégia, gestão e novas realidades. São Paulo: Pearson Prentice Hall, 2010. KOTABE, M.; HELSEN, K. Global market entry strategies. In: KOTABE, M.; HELSEN, K. Global Marketing Management. 7.ed. New Jersey: Wiley, 2017.

3	Investimento Direto no Exterior.	SAINI, N.; SINGHANIA, M. Determinants of FDI in developed and developing countries: a quantitative analysis using GMM. Journal of Economic Studies , v. 45, n.2, p. 348-382, 2018. CHANG, S.J. ROSENZWEIG, P.M. The choice of entry mode in sequential FDI. Strategic Management Journal , 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. Journal of International Business Studies , v.34, p. 516-529, 2003. (Decade Award). VERBEKE, A. The evolutionary view of the MNE and the future of internalization theory. Journal of International Business Studies , 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. Journal of International Entrepreneurship , 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. Journal of International Entrepreneurship , 8, p. 233-253, 2010.
6	Abordagem Econômica.	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. LUO, Y. New OLI advantages in digital globalization. International Business Review , v.30, p. 1-8, 2021.
7	Abordagem Comportamental (I).	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. (Decade Award). LIESCH, P.W.; WELCH, C. Asynchronicities of growth: a process extension to the Uppsala model of internationalisation. Journal of International Business Studies , v. 55, p. 796-

		804, 2024.
8	Abordagem Comportamental (II).	OVIATT, B.M.; McDOUGALL, P.P. Toward a theory of international new ventures. Journal of International Business Studies , 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. Journal of International Business Studies , 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. Journal of International Business Studies , v. 40, p. 1411-1431, 2009. (Decade Award). CUYPERS, I.R.P.; ERTUG, G.; CANTWELL, J.; ZAHEER, A.; KILDUFF, M. Making connections: social networks in international business. Journal of International Business Studies , v. 51, p. 714-736, 2020.
10	Recursos, capacidades e competências.	PENG, M.W. The resource-based view and international business. Journal of Management , v.27, p. 803-829, 2001. VAHLNE, J.E.; JONSSON, A. Ambidexterity as a capability in the globalization of the multinational business enterprise (MBE): case studies of AB Volvo and IKEA. International Business Review , v. 26, p. 57-70, 2017.
11	Cultura e internacionalização.	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. (Decade Award). GORAIEB, M.R.; NASCIMENTO, M.R.; VERDU, F.C. Cultural influences on foreign direct investment. Internext , v. 14, n.2, 2019, p. 128-144.
12	Economias emergentes, países em desenvolvimento e internacionalização.	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

		<p>Administration Review, 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. Latin American Business Review, v.10, p. 95-115, 2009.</p>
13	Internacionalização em casa.	<p>VERDU, F.C. EMI (English as a Medium of Instruction) como Estratégia de Internacionalização em casa: um estudo no PPA da UEM. Revista Práticas em Gestão Pública Universitária, v. 3, p. 3-15, 2019.</p> <p>TURUNEN, H.; NUMMELA, N. Internationalisation at home: the internationalisation of location-bound service SMEs. Journal of International Entrepreneurship, v. 15, p. 36-54, 2017.</p>
14	Pesquisa em pequenas empresas e novas realidades.	<p>LAUFS, K.; BEMBOM, M.; SCHWENS, C. CEO characteristics and SME foreign Market entry mode choice: the moderating effect of firm's geographic experience and host-country political risk. International Market Review, v. 33, n.2, p. 246-275, 2016.</p> <p>GHAURI, P.; STRANGE, R.; COOKE, F.L. Research on international business: the new realities. International Business Review, v. 30, p. 1-11, 2021.</p>
15	Fechamento da disciplina.	Discussão 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 1 a 10): entrega de resumo dos artigos de cada aula (1 resumo por artigo, máximo de 2 páginas por resumo) e apresentação de seminários.

Trabalho final da disciplina (peso 1, nota de 0 a 10): artigo teórico com no mínimo 8 páginas e no máximo 16 páginas, que deve observar a norma culta da língua portuguesa e as normas técnicas vigentes. O artigo deve ter (1) introdução, (2) revisão da literatura e (3) considerações finais.

BIBLIOGRAFIA

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- CAVUSGIL, S.T.; KNIGHT, G.; RIESENBERGER, J.R. **Negócios internacionais: estratégia, gestão e novas realidades**. São Paulo: Pearson Prentice Hall, 2010.
- CAVUSGIL, S.T.; KNIGHT, G. The born global firm: An entrepreneurial and capabilities perspective on early and rapid internationalization. **Journal of International Business Studies**, 46, 3–16., 2015. (Decade Award).
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- 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.
- GHAURI, P.; STRANGE, R.; COOKE, F.L. Research on international business: the new realities. **International Business Review**, v. 30, p. 1-11, 2021.
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- LIESCH, P.W.; WELCH, C. Asynchronicities of growth: a process extension to the Uppsala model of internacionalisation. **Journal of International Business Studies**, v. 55, p. 796-804, 2024.
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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. (Decade Award).
- PENG, M.W. The resource-based view and international business. **Journal of Management**, v.27, p. 803-829, 2001.
- 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.
- SAINI, N.; SINGHANIA, M. Determinants of FDI in developed and developing countries: a quantitative analysis using GMM. **Journal of Economic Studies**, v. 45, n.2, p. 348-382, 2018.
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- TURUNEN, H.; NUMMELA, N. Internationalisation at home: the internationalisation of location-bound service SMEs. **Journal of International Entrepreneurship**, v. 15, p. 36-54, 2017.
- VAHLNE, J.E.; JONSSON, A. Ambidexterity as a capability in the globalization of the multinational business enterprise (MBE): case studies of AB Volvo and IKEA. **International Business Review**, v. 26, p. 57-70, 2017.
- VERBEKE, A. The evolutionary view of the MNE and the future of internalization theory. **Journal of International Business Studies**, v. 34, p. 498-504, 2003.
- VERBEKE, A; COEURDEROY, R.; MATT, T. The future of international business research on corporate globalization that never was... **Journal of International Business Studies**, v.49, p. 1101-1112, 2018.
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