

PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD4068	2/2021

DISCIPLINA: Estratégia e Institucionalização

Linha de Pesquisa: Estudos Organizacionais e Sociedade

PROFESSOR: João Marcelo Crubellate

EMENTA:

Análise comparativa de vertentes do pensamento estratégico, envolvendo conceitos básicos de estratégia, suas origens, bem como o estudo das escolas, sua formação e institucionalização.

CONTEÚDO PROGRAMÁTICO:

1. Estratégia, administração estratégica e organização estratégica
2. Origens da teoria institucional: política, economia, sociologia e a tese weberiana
3. Novo institucionalismo em sociologia e organizações
4. Estratégia e instituições
5. Organizações e ambiente institucional
6. Atores, agência e institucionalização
7. Trabalho institucional e inovação
8. Empreendedorismo institucional
9. Estratégia e lógicas institucionais
10. Prática(s) e lógicas institucionais
11. Respostas estratégicas à complexidade institucional
12. Mudança institucional
13. Vazios institucionais
14. Organizações, instituições e moralidade

CRITÉRIO DE AVALIAÇÃO:

- Participação (notas de leitura e debates) (30% da nota).
- Apresentação de seminário (individual ou em grupo) (30% da nota).
- Texto final (40% da nota).

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BÁSICA:

1. Estratégia, administração estratégica e organização estratégica

Foss, N.; Hallberg, N. Changing assumptions and progressive change in theories of strategic organization. *Strategic Organization*, v. 15(3), 410-422, 2017.

Fonseca, V. & Machado-da-Silva, C. (2010). Conversação entre abordagens da estratégia em organizações: escolha estratégica, cognição e instituição. *Revista de Administração Contemporânea*, 14 (Special Issue), 51-75.

2. Origens da teoria institucional: política, economia, sociologia e a tese weberiana

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3. Novo institucionalismo em sociologia e organizações

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5. Organizações e ambiente institucional

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6. Atores, agência e institucionalização

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Cartel, M.; Boxenbaum, E.; Aggeri, F. Just for fun! How experimental spaces stimulate innovation in institutionalized fields. *Organization Studies*, v. 40(1), p. 65-92, 2019.

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