

Theoretical Perspectives in Contemporary Business Administration Research

**Ph.D. course in Business Administration,
School of Business, Economics and Law
Gothenburg University**

7.5 ECTS

Autumn 2012

Course objectives

The aim of this course is to provide PhD-students a general knowledge about common theoretical approaches, which have prominent positions within contemporary business administration research. All students should reflect upon the usefulness of these theoretical approaches with regards to own research work.

Course content

The course will cover a wide range of theoretical perspectives, which can be seen in the overview of the literature and the required reading listed below. This course provides a starting point for post-graduate studies in Business Administration, offering a deep reflection on theoretical perspectives, which have prominent positions within contemporary business administration research.

The course consists of two parts. The first part consists of seminars, led by a scholar with great experience of the approach. The students are supposed to read all the literature related to the seminar and to write a short report (1-2 pages) that reflects upon the related literature. The short report should include a couple of questions that the students want to address to the lecturer.

The second part is a seminar based on a presentation and a discussion of term-papers. The term-paper should include at least two of the theoretical approaches and it should be related to the students own PhD-project. The writer is supposed to present his/her paper and it should be discussed by two other students.

Examination

All students are supposed to attend and to be active at all seminars, and to write the short reports and the term-papers. The students may have to rewrite reports and term-papers in order to pass the course. Absenteeism and passivity will lead to extra assignments.

Responsible for the course: Ulla Eriksson Zetterquist – uez@gri.gu.se

Course coordinator: Peter Beusch – peter.beusch@handels.gu.se

Participating lecturer: Andreas Diedrich – andreas.diedrich@gri.gu.se

Course secretary: Petri Ruotsalainen-petri.ruotsalainen@handels.gu.se (you need to register to him)

Schedule

<u>Date</u>	<u>Time/Room</u>	<u>Theme</u>	<u>Teacher</u>
Sept 4	13-15, C35	Introduction	PB and UEZ
Sept 6	13-16, C35	Marketing and STS	Frank Cochoy
Sept 13	13-16, C35	Critical theory	Mats Alvesson
Oct 2	13-16, C35	Operations Mgm & Supply Chain Network Theory	Anna Nagurney
Oct 4	13-16, C35	Human Capital Theory	Yitzhak Haberfeld
Oct 9	13-15, B34	MAMCA / Socio-Economic Theory	Cathy Macharis
Oct 9	15-17, B34	Mid-term reflections/instructions turn-papers.	AD and UEZ
Oct 11	12-15, B34	Contingency theory	Jan Greve
Oct 18	9-12, C35	Organizational culture	Gideon Kunda
Oct 25	13-16, C35	Institutional approaches in management & organization studies	UEZ
Nov 23	8-17, GRI	Presentation of papers	PB, UEZ and Andreas Diedrich

Seminars and Literature:

Literature is to be read and reported **48 hours** before the seminar via E-mail to peter.beusch@handels.gu.se and ulla.eriksson-zetterquist@gri.gu.se. No reporting is needed in advance of the first meeting (introduction), however, please read the literature.

1. Introduction

Morgan, G. (1980). Paradigms, metaphors, and puzzle solving in organization theory.

Administration Science Quarterly, Vol. 24, No. 4, pp. 605-622

Llewelyn, S. (2003). What counts as “theory” in qualitative management and accounting research?

Introducing five levels of theorizing. *Accounting, Auditing & Accountability Journal*, Vol. 16, Nr. 4, pp. 662-708

Weick, K. E. (1995). What theory is not, theorizing is. *Administrative Science Quarterly*, Vol. 40, pp. 385-390

2. Performativity and ”market-things” (Franck Cochoy)

Cochoy, F. (1998), “Another Discipline for the Market Economy: Marketing as a Performative Knowledge and Know-how for Capitalism,” in Callon, Michel (ed.), *The Laws of the Markets*, Sociological Review Monographs Series, Oxford, Blackwell, pp. 194-221.

Cochoy, F. “‘Market-things Inside’ : insights from Progressive Grocer (United States, 1929-1959)”, in Cayla, Julien and Zwick, Detlev (eds.), *Inside Marketing*, Oxford, Oxford University Press, 2010, pp. 58-84.

3. **Critical theory** (Mats Alvesson)

Alvesson, Mats (2008) The future of critical management studies. In Barry, J. (ed) *The Sage Handbook of new approaches to organization studies*. London: Sage. Pp 11-30.

Alvesson, Mats & Spicer, Andrew (2012) Critical leadership studies: the case for critical performativity. *Human Relations*. 65/3: 367-390.

Alvesson, Mats & Spicer, Andrew (2012) A stupidity-based theory of organizations. *Journal of Management Studies*. Doi: 10.1111/j.1467-6486.2012.01072.x

4. **Operations Management and Supply Chain Network Theory** (Anna Nagurney)

J. G. Wacker (1998) "A Definition of Theory: Research Guidelines for Different Theory-Building Research Methods in Operations Management," *Journal of Operations Management*, 16, pp 361-385.

I. J. Chen and A. Paulraj (2004) "Towards a Theory of Supply Chain Management: The Constructs and Measurements," *Journal of Operations Management*, 22, pp 119-150.

A. Nagurney and Q. Qiang (2012) "Fragile Networks: Identifying Vulnerabilities and Synergies in an Uncertain Age," *International Transactions in Operational Research*, 19, pp 123-160.

A. Nagurney and M. Yu (2012) "Sustainable Fashion Supply Chain Management Under Oligopolistic Competition and Brand Differentiation," *International Journal of Production Economics*, 135, Special Issue on Green Manufacturing and Distribution in the Fashion and Apparel Industries, pp 532-540.

A. Nagurney (2012) "Supply Chains and Transportation Networks," in the *Handbook of Regional Science*, M. M. Fischer and P. Nijkamp, Editors, Springer, Berlin, Germany, in press.

5. **Micro-economical perspective/ Human capital theory** (Yitzhak Haberfeld)

Becker, Gary S. (1993). HUMAN CAPITAL (3rd edition). Chicago: The University of Chicago Press, Chap. III (pp. 29-58).

Ehrenberg, Ronald G. and Smith, Robert S. (2006). MODERN LABOR ECONOMICS (9th edition). Boston: Pearson, Addison, Wesley, Chap 9 (pp. 275-311).

6. Economic theories including stakeholders within transportation (Cathy Macharis)

Macharis, C.; De Witte, A. & Ampe, J. (2008). The multi-actor, multi-criteria analysis methodology (MAMCA) for the evaluation of transport projects: Theory and practice. *Journal of Advanced Transportation*, Vol. 43, No. 2. pp. 183-202

7. Mid-term reflections (UEZ, AD)

8. Contingency theory (Jan Greve)

Donaldson, L. (2001). *The Contingency Theory of Organizations*, Chapter 1 (pp. 1-30), Sage

Gerdin, J., & Greve, J. The appropriateness of statistical methods for testing contingency hypothesis in management accounting research, *Accounting, Organizations and Society* (2007), Volume 33, Issues 7-8, pp. 995-1009.

Gerdin, J. & Greve, J., (2004). Forms of contingency fit in management accounting research - a critical review, *Accounting, Organizations and Society*, 29, pp. 303-326

9. Organizational culture (Gideon Kunda)

Ailon, G & Kunda, G (2009) The One-Company Approach!: Transnationalism in an Israeli—Palestinian Subsidiary of a Multinational Corporation. *Organization Studies* July 2009 vol. 30 no. 7 pp. 693-712

Kunda, G. (1992). *Engineering Culture*, (Chapter 1, 4 and 5). Philadelphia: Temple University Press.

10. Institutional Perspectives in Management and Organization Studies (UEZ)

Czarniawska Barbara (2009) Emerging Institutions: Pyramids or Anthills? *Organization Studies* 30(4): 423–441

DiMaggio, Paul J. och Powell, Walter. W. (1983/1991) The Iron Cage Revisited: Institutional Isomorphism and Collective Rationality in Organizational Fields. Ur Powell, Walter W och DiMaggio, Paul J. (red) *The New Institutionalism in Organizational Analysis*. Chicago: The University of Chicago Press. S. 63-82.

Meyer, John W. och Rowan, Brian (1977) Institutionalized Organizations: Formal Structure as Myth and Control. *American Journal of Sociology*. 83/2: 340-363.

Thornton, Patricia H. and Ocasio, William (1999) Institutional Logics and the Historical Contingency of Power in Organizations: Executive Succession in the Higher Education Publishing Industry, 1958–1990. *American Journal of Sociology*, Vol. 105, No. 3 (November 1999), pp. 801-843

11. Presentation of papers (UEZ, AD, PB)