CSIB 897 Doctoral Seminar in Corporate Strategy

This doctoral seminar surveys the major theoretical perspectives used in strategic management (or strategy) research. Broadly speaking, research in strategy focuses (primarily) on the economic conduct and performance of firms. An illustrative list of the issues addressed in strategy research includes identifying the profit potential of industries, exploring relationships between firm scale, scope and performance, and understanding the managerial and organizational determinants of firm level outcomes.

The course draws upon theoretical perspectives from economics, sociology and organization theory to supplement more traditional strategy approaches towards understanding firm performance and related issues. Many of the issues examined through these theoretical perspectives, for instance vertical integration, firm diversification, industry structure, organizational and inter-organizational networks, are also common themes in other disciplines such as industrial organization economics, accounting, marketing, information systems and organizational and economic sociology. Accordingly, this course may be useful to students with research interests in these areas.

Course Requirements: Each student will be responsible for reading and contributing to the discussion of all articles listed in the syllabus. For each session you are expected to prepare a brief critique (maximum - two pages) of one of the articles that were required for that day's class. The article will Grading for the course will be based on class participation (50%) and an individual term paper (50%). The term paper should define a research question, review and critique the extant literature, develop a few testable hypotheses, and propose a method for testing the proposed hypotheses. Papers spanning strategy and other disciplines such as marketing, organization theory, or economics would also be acceptable subject to a prior approval of the subject matter by the instructor. Readings marked with an ** are optional / further readings. They are not required for the class and will not be discussed in class.

READING LIST

1 Introduction and Overview


PERSPECTIVES

II Classical Industrial Organization


Managing with Style: The Effect of Managers on Firm Policies

III Strategic Groups / New Industrial Organization


IV Transactions Costs Economics


Do make or buy decision matter? The influence of organizational governance on technological performance


V The Resource-Based View of the Firm / Dynamic Capabilities / Knowledge-based View


**Causal Ambiguity, Complexity, and Capability-Based Advantage.** Management Science, 2009. Michael D. Ryall


**VI Evolutionary Economics**


Stuart, Toby E. & Podolny, Joel M. 1996. Local Search and the Evolution of Technological
Capabilities. Strategic Management Journal. 17(Evolutionary Perspectives on Strategy


VII Structural Sociology & Network Perspectives
78(6): 1360-1380.


Haunschild, Pamela R. 1993. Interorganizational Imitation: The Impact of Interlocks on


Ahuja, G. 2000. Collaboration networks, structural holes and innovation: A longitudinal

Rand Journal of Economics. 33(2):243-257