

PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO
PLANO DE ENSINO

					ANO E SEMESTRE
					2021/2
PROFESSOR(A)					
Ricardo Martins					
DISCIPLINA					CÓDIGO
Redes de Relacionamentos e Captura de valor					CAD009
CARGA HORÁRIA	CRÉDITOS	HORÁRIO	BIMESTRE	DIA DA SEMANA	
30	2	17h00	1º	2ª feira	
AUTORIZA A OFERTA DE MATRÍCULA NA MODALIDADE DISCIPLINA ISOLADA?					
<input type="checkbox"/> Não <input checked="" type="checkbox"/> Sim – Número de vagas: 7					
AUTORIZA OFERTA DE MATRÍCULA DE GRADUANDO NA MODALIDADE DISCIPLINA ELETIVA?					
<input type="checkbox"/> Não <input checked="" type="checkbox"/> Sim – Número de vagas (até 2 vagas): 3					
A DISCIPLINA É MINISTRADA EM IDIOMA ESTRANGEIRO?					
<input type="checkbox"/> Não <input checked="" type="checkbox"/> Sim Qual:					
PROJETO(S) DE PESQUISA APROVADO(S) EM ÓRGÃO(S) DE FOMENTO QUE PODE(M) SER VINCULADO(S) À DISCIPLINA					
Redes internacionais de produção: Estratégias globais e o desenvolvimento de capabilities para captura de valor nos locais – Processo 425056/2018-0 Poder, Dependência e Desempenho em redes de suprimentos - Processo: 304580/2020-1					
AGÊNCIA(S) DE FOMENTO					
CNPq					
NÚMERO DE PROTOCOLO DO REGISTRO/DA APROVAÇÃO NA PLATAFORMA BRASIL (se for o caso)					
EMENTA					
Captura de valor em relacionamentos em redes de negócios. Redes de negócios: Concepção, arquitetura e políticas públicas. Os papéis dos atores e das instalações. Imersão nos relacionamentos. Desempenho.					
PROGRAMA					

UNIDADE I

FUNDAMENTOS TEÓRICOS:

1.1 *Social Exchange Theory*

Cropanzano & Mitchell (2005).

Emerson (1976).

1.2 Estratégia, Valor e Vantagens competitivas

Barney (1991)

Kor et al (2016)

Peteraf (1993)

Wu et al (2010)

1.2 Cultura organizacional

Barale & Santos (2017)

UNIDADE II

FORMAS DE REDES DE RELACIONAMENTO E CAPTURA DE VALOR

2.1 Redes de suprimentos: Conceitos e Arquitetura

2.1.1 Conceito

Fischer (1997)

Harland (1996)

Lambert & Enz (2017)

Mentzer et al. (2001)

2.1.2 Processos interorganizacionais, Arquitetura das Redes e Logística

Croxtton et al. (2001)

Gligor & Holcomb (2013)

Goldsby et al (2019)

Meijboom & Vos (1997)

Mellat-Parast & Spillan (2014)

2.2 O papel do “local” na captura do valor

Santos (2018)

Santos & Lages (2013)

Suzigan (2001)

2.2.1 Clusters

Delgado, Porter & Stern (2015)

Porter (2000)

Porter (2003)

Zelbst, Frazier & Sower (2010)

2.2.2 Redes Globais

2.2.2.1 Contexto teórico

2.2.2.1.1 International Manufacturing Networks

Cheng, Farooq & Johansen (2015)

2.2.2.1.2 Geografia Econômica Relacional

Coe, Dicken & Hess (2008)

Henderson et al. (2002)

2.2.2.2 Decisões de Localização e Funções das plantas nos locais

Di Mauro et al. (2018)

Feldmann e Olhager (2013)

Ferdows (1997)

Ferdows (2009)

Kim e Aguilera (2016)

UNIDADE III

CAPITAL RELACIONAL: Governança, Dependência, Colaboração, Poder e Dependência em Redes de Relacionamentos

3.1 Governança

Pilbeam et al. (2012)

3.2 Colaboração nos relacionamentos

Dyer & Hatch (2006)

Kumar; Banerjee; Meena & Ganguly (2016)

Morgan & Hunt (1994)

Ralston; Richey & Grawe (2017)

Villena et al. (2011)

Wang et al. (2016)

3.3. Poder e Dependência

3.3.1 Fundamentos teóricos: dependência de recursos

Casciaro & Piskorski (2005)

Hillman, Withers & Collins (2009)

3.3.2 Poder e Dependência

Huo, Flynn & Zhao (2017)

Maloni & Benton (2000)
Meehan &, Wright (2012)
Reimann &. Ketchen (2017)
Zhao et al (2008)

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TEXTOS E DOCUMENTOS DISPONÍVEIS NA WEB

"Akshita Agarwal: O Paradoxo do Valor"

<https://www.youtube.com/watch?v=a33DkVgCZIO>

SISTEMA DE AVALIAÇÃO

Prova: 40%

Seminários: 40%

Resenhas: 20%

INFORMAÇÕES ADICIONAIS