

## Dados da Disciplina

**Instituição de Ensino Superior:**

UNIVERSIDADE FEDERAL DE SANTA MARIA

**Programa:**

ADMINISTRAÇÃO (42002010030P5)

**Nome:**

COMPETITIVIDADE E ESTRATÉGIA DE NEGÓCIOS

**Sigla:**

CAD

**Número:**

842

**Créditos:**

4

**Período de Vigência:**

01/01/2012 à -

**Disciplina obrigatória:**

Não

**Ementa:**

1. Estratégia. Apresentação e discussão do conceito central de estratégia empresarial e suas principais escolas. 2. Marketing Estratégico. Estudo e análise dos conceitos e processos que levam as organizações a obter vantagem competitiva no mercado, ocupando-se dos temas e variáveis-chave da seleção de uma estratégia. 3. Gestão Estratégica e Inovação. Discussão dos aspectos relacionados à gestão da inovação, no contexto da administração estratégica, com foco no desenvolvimento de negócios em ambientes inovadores.

**Bibliografia:**

Aaker, D. A. (1998). Strategic market management. 5th ed. New York, Wiley. Andrade, J. N.; Galvão, D. C. (2016) O conceito de smart cities aliado à mobilidade urbana. Hum@nae v. 10, n. 1 Barney, J. (1991). Firm resources and sustained competitive advantage. Journal of Management, 17 (1), 99-120. Barney, J., Wright, M. & Ketchen, D. J. Jr. (2001). The Resource-based view of the firm: ten years after 1991. Journal of Management, 27. Bruno-Faria, M. F.; Fonseca, M. V. A. (2014) Cultura de Inovação: Conceitos e Modelos Teóricos. 373. RAC, Rio de Janeiro, v. 18, n. 4, art. 1, pp. 372-396, Jul./Ago. Câmara, S. F.; Carvalho, H. J. B.; Pinto, F. R.; Alves JR, N. (2010) É possível o Nordeste brasileiro ter cidades Inteligentes e Inovadoras? A proposta de um Framework. In: Encontro Nacional de Administração Pública e Governança. ENAPG. Anais... Salvador: 2012. Chesbrough, H. W. (2004) The Era of Open Innovation. MIT SLOAN MANAGEMENT REVIEW, Vol. 44, No. 3 Collis, D. J. & Rukstad, M. G. (2008). Can you say what your strategy is? Harvard Business Review, 86, 82-90. Deog-Seong Oh a et al. (in press) Innovation ecosystems: A critical examination. Technovation Dutordoir, M., Verbeeten, F. H. M; De Beijer, D. (2015). Stock price reactions to brand value announcements: Magnitude and moderators. International Journal of Research in Marketing, 32(1), 34-47. El-Ansary, A. (2006). Marketing Strategy: Taxonomy and frameworks. European Business Review, 18(4), 266-293. Gupta, S., Lehmann, D. & Stuart, J. A. (2004). Valuing Customers, Journal of Marketing Research, XLI, 7–18. Hunt, S. D. & Morgan, R. M. (1995). The comparative advantage theory of competition. Journal of Marketing, 59(2), 1-15. Johansson, J. K., Dimofte, C. V. & Mazvancheryl, S. K. (2012). The performance of global brands in the 2008 financial crisis: a test of two brand value measures. International Journal of Research in Marketing, 29, 235-245. Kraaijenbrink, J., Spender, J. C. & Groen A. J. (2010) The Resource-Based View: A Review and Assessment of Its Critiques. Journal of Management 36(1), 349-372. Kumar, V. & Shah, D. (2009). Expanding the role of Marketing: from Customer Equity to Market



Capitalization. *Journal of Marketing*, 73(6), 119-136. Luo, X., Homburg, C. & Wieseke, J. (2010). Customer satisfaction, analyst stock recommendations, and firm value. *Journal of Marketing Research*, 47(6), 1041-1058. Madden, T. J., Fehle, F. & Fournier, S. (2006). Brands Matter: An Empirical Demonstration of the Creation of Shareholder Value through Branding. *Journal of the Academy of Marketing Science*, 34(2), 224-235. Menon, A., Bharadwaj, S. G., Adidam, P. T. & Edison, S. W. (1999). Antecedents and consequences of marketing strategy making: a model and a test. *Journal of Marketing*, 63(2), 18-40. Mintzberg, H. & Waters, J. (2006). Of strategies, deliberate and emergent. *Strategic Management Journal*, 6(3), 257-272. Mintzberg, H. (1987). The Strategy Concept I: five Ps for strategy. *California Management Review*, 30(1), 11–24. Mintzberg, H., Ahlstrand, Bruce & Lampel, J. (2000). *Safári de estratégia: um roteiro pela selva do planejamento estratégico*. Porto Alegre: Bookman. Morgan, N. A. (2012). Marketing and business performance. *Journal of the Academy of Marketing Science*, 40(1), 102-119. Morgan, N. A., Katsikeas, C. S. & Vorhies, D. W. (2012). Export Marketing Strategy Implementation, Export Marketing Capabilities, and Export Venture Performance. *Journal of the Academy of Marketing Science*, 40(2), 271-289. Noble, C. H. & Mokwa, M. P. (1999). Implementing marketing strategies: developing and testing a managerial theory. *Journal of Marketing*, 63(4), 57-73. Oliveira, M. O., Silveira, C. S. & Luce, F. B. (2015). Brand equity estimation model. *Journal of Business Research*. Available: <http://dx.doi.org/10.1016/j.jbusres.2015.06.025>. Porter, M. (1996). What is Strategy? *Harvard Business Review*, 74, 61-78. Porter, M. E. & Kramer, M. (2011). Creating shared value. *Harvard Business Review*, (January-February), 1-17. Porter, M. E. (2000). How competitive forces shape strategy. *Harvard Business Review*, 137–141. Porter, M. E. (2007). Towards a dynamic theory of strategy. *Strategic Management Journal*, 12(2), 95-117. Rosenbusch, N., Brinckmann, J. and A. Bausch, A. "Is innovation always beneficial? A meta-analysis of the relationship between innovation and performance in SMEs." *Journal of Business Venturing*, no. 26: 441-457. 2011. Rust, R. T., Ambler, T., Carpenter, G. S., Kumar, V. & Srivastava, R. K. (2004). Measuring marketing productivity: current knowledge and future directions. *Journal of Marketing*, 68(4), 76-89. Schulze, C., Skiera, B. & Wiesel, T. (2012). Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation. *Journal of Marketing*, 76(2), 17–32. Silveira, C. S., Oliveira, M. O. & Luce, F. B. (2012). Customer equity and market value: Two methods, same results? *Journal of Business Research*, 65(12), 1752–1758. Slotegraaf, R. & Dickson, P. R. (2004). The paradox of a marketing planning capability. *Journal of the Academy of Marketing Science*, 32(4), 371-385. Srivastava, R., Shervani, T. & Fahey, L. (1998). Market-based Assets and Shareholder Value: A Framework for Analysis. *Journal of Marketing*, 62(1), 2-18. Villanueva, J. & Hanssens, D. M. (2007). Customer equity: Measurement and research opportunities. *Foundations and Trends in Marketing*, 1(1), 1-95. Teece, D., Pisano, G. & Shuen, A. (1997). Dynamic capabilities and strategic management. *Strategic management journal* 18(7), 509-533. Varadarajan, P. R. & Jayachandran, S. (1999). Marketing Strategy: An assessment of the state of the field and outlook. *Journal of the Academy of Marketing Science*, 27(2), 120-143. Varadarajan, R. (2010). Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premises. *Journal of the Academy of Marketing Science*, 38(2), 119-140. Vorhies, D. W. & Morgan, N. A. (2005). Benchmarking Marketing Capabilities For Sustained Competitive Advantage. *Journal of Marketing*, 69(1), 80-94.



## Cursos

### Curso:

ADMINISTRAÇÃO

### Nível:

Mestrado

### Carga Horária:

60

### Curso:

ADMINISTRAÇÃO

### Nível:

Doutorado

### Carga Horária:

60

## Áreas de Concentração

**Área de Concentração:**GESTÃO ORGANIZACIONAL

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