Core Literature in Strategy

Spring 2019

PhD Program in Business Administration

Instructor:  Dr. Yusaf H. Akbar
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Office Hours:  After class or by appointment

Class takes place:  See Google Calendar

Program Coordinator:  Veronika Orosz
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SUMMARY

This course provides doctoral candidates with a foundation in the strategy literature. Drawing on strategy traditions that vary from positioning to dynamic capabilities, a primordial aim of the seminar will be to explain variation in firm and industry performance.

Each session during the seminar is intended to expose doctoral candidates to the seminal literature on the topic with a view to encouraging them to write a research paper of publishable quality in peer review journals. Topics covered in the seminar include general areas such as the resource-based view of the firm, industry evolution and dynamics, strategy-related theories of the firm, and diversification and vertical integration.

Given the relatively short nature of the course, we will not cover all areas of strategy but participants are encouraged to develop further readings and exploration based on the literature covered in this seminar.

PREREQUISITIES

None
REQUIRED TEXT AND READINGS

NB: ALL Readings are available from EBSCO Host excepted where indicated by (*). You can access this database at: http://www.library.ceu.hu/databases/ebsco.html

INTENDED LEARNING OUTCOMES

Participants will develop a thorough mastery of the seminal research literature strategy. This involves

- Evaluating the importance and validity of theory and empirical evidence in academic research on strategy
- Developing a comprehensive synthesis of the main intellectual traditions in the strategy literature
- Developing a thorough literature review of current research
- Applying relevant parts of the extant literature in their own ongoing research agendas

HOW THE CLASS SESSIONS WILL BE CONDUCTED

This is a doctoral seminar. And based on the premise that everyone has both something to learn (even the instructors) and something to teach, classes will be conducted on a workshop basis. Shared learning, cross-pollination of ideas and reflective insights will be a major part of these joint-learning experiences.

GRADING AND ASSIGNMENTS

Six (6) Analytical Summaries (40% of grade) – each week, participants will be asked to prepare an analytical summary (3-5 pages) of the articles assigned as reading for that session. *The summary will focus on the theme of the session rather than being a general critical analysis. These must be submitted before class starts.* The instructor will provide preliminary feedback after the session and participants are expected to revise the summary and resubmit a week later for further feedback.

Research Paper (empirical or theoretical) drawing on a theme in global business (45% of grade) – You will be expected to write a research paper based around your current research on the doctoral program. You will be expected to draw on the literature covered in this seminar with a view to publication in a peer-reviewed journal. You will be expected to submit a draft paper for feedback from your instructors before re-submitting for grade. To get an ‘A’ grade, the paper will have to be accepted for presentation at a reputable, academic conference.
Class Participation (15% of grade) – as this is a doctoral seminar, participants are expected to be fully engaged intellectually, attend all sessions, be prepared to constructively evaluate each other’s contributions and seek innovation in thinking. It’s a tall order, but it is a necessary expectation.

COURSE TOPICS and SESSIONS

There are 8*3 sessions for this course. Each topic will take approximately 1 session.

1. Grand Themes in Strategy

The opening topic will introduce the most influential thinkers or papers in contemporary strategy


2. Strategy as General Management


3. Networks, Cooperative Strategy and Transaction Costs


4. Resource Based Views of Strategy


5. Strategy: Process and Diversification


6. Strategy, Uncertainty and Ecosystems


7. Non-market Strategy and Strategic Management


**BRIEF BIO OF THE INSTRUCTOR**

**Dr. Akbar is Associate Professor Central European University’s Department of Economics and Business in Budapest, Hungary.**

Author and contributor to several books in the field of global strategy, he has also published widely in peer-reviewed journals such as *Journal of International Management, International Journal of Hospitality Management, International Business Review, Journal of World Business, European Journal of International Management, Cross-Cultural Management and Strategy, Thunderbird International Business Review and World Competition*. He is also Founding Editor of the *International Journal of Emerging Markets*.

He has served as an Editorial Advisory Board member on several journals including Thunderbird International Business Review and Journal of Asia-Pacific Business.

He has completed Visiting Researcher positions at University of Trieste and the *Wirtschaftsuniversiteit* in Vienna in 2013 and was a Senior Fellow at the Institute for Advanced Study at CEU in 2016.

He has extensive teaching and executive education experience in more than 10 countries including MIB School of Management, Hult International Business School, Shanghai Jiaotong University, Stockholm School of Economics, University of Michigan. His current roles in the Academy includes advisory to governmental authorities. His consulting and professional references include Citibank, Deutsche Telekom, Siemens and Toyota