

Universidade Estadual de Maringá
Doutorado em Administração
Disciplina: Tópicos Avançados em Empreendedorismo e Mercado
Professora Hilka Pelizza Vier Machado

Plano de aulas 2014

19/02 – Apresentação do curso, critérios e metodologia. O campo de estudos: abordagem sucinta. (encontro conjunto)

02/04 – Abordagens sobre Empreendedorismo

- Moroz, Peter W.; Hindle, Kevin. Entrepreneurship as a Process: Toward Harmonizing Multiple Perspectives. 2011, p. 1042-2587.

09/04 - Abordagens sobre Empreendedorismo

- Fisher, Greg. Effectuation, Causation, and Bricolage: A behavioral Comparison of Emerging Theories in Entrepreneurship Research. Entrepreneurship Theory and Practice, sep 2012, p. 1019-1051.
- Read, S. et al. Marketing under uncertainty: the logic of an Effectual Approach. Journal of Marketing, 73, 9, 1-18.

16/04 – Abordagem das oportunidades

- The concept of “ opportunity” in Entrepreneurship Research: Past Accomplishments and Future Challenges. Journal of Management 2010, 36, 40-65.
- Hansen, D., Shrader, R. e Monllor. Defragmenting Definitions of Entrepreneurial Opportunity. Journal of small Business Management, 2011, 49, 2, p. 283-304.

23/04 – Abordagem das oportunidades: alerta empreendedor e abordagem construtivista

- Ardichvili, A., Cardozo, R., Ray, S. A theory of entrepreneurial opportunity identification and development. Journal of Business Venturing 18, 2003, p. 105-

- 123.
- Tang, J., Kacmar, M. e Busenitz, L. Entrepreneurial alertness in the pursuit of new opportunities. *Journal fo Business Venturing*,
- Wood, M., MNckinley, W. the production of Entrepreneurial Opportunity: a constuctivist perspective. *Strategic Entrepreneurship Journal*, 4, p. 66-84, 2010
- Wood, M., Mckelvie, A., Haynie, M. J. Making it personal: Opportunity individuation and the shaping of opportunity beliefs. *Journal of Business Venturing*, 29, 2014, p. 252-272.

21/05 – Empreendedorismo: Uma visão do campo de pesquisa

- Cornelius, Barbara, Landström, Hans, Persson, Olle. Entrepreneurial Studies: The Dynamic Research Front of a Developing Social Science. *Entrepreneurship Theory and Practice*, may 2006, p. 375- 398.
- Kuratko, D. A tribute to 50 years of Excellence in Entrepreneurship and Small Business. *Journal of Small Business Management* 2006, 44, 3, p. 483-492.
- Carlsson et al. The evolving domain of entrepreneurship research. *Small Business Economics*, 2013, 41, p. 913-930.

28/05 – Empreendedorismo: Uma visão do campo de pesquisa

- Zahra, Shaker Al. Contextualizing theory buiding in entrepreneruship research. *Journal of Business Venturing* 22, 2007, p. 443-452.
- Welter, Friederike. Contextualizing Entrepreneurship – Conceptual Challentes and Wayus Forward. *Entrepreneurship Theory and Practice*, jan 2011, p. 165-184.

04/06 – Perspectivas de pesquisa em Empreendedorismo.

- **Sarasvathy, S. D, Venkataraman, S. Entrepreneurship as Method: Open Questions for na Entrepreneurial Future.** *Entrepreneurship Theory and Practice*, jan 2011, p. 113- 135.

11/06 – Perspectivas de Pesquisa em Empreendedorismo e Mercado (conjunto).

Critério de Avaliação:

- Resenhas – peso 3
- Casos/seminários – peso 1,5
- Participação e apresentação de artigos e interações nas discussões – peso 1,5
- Ensaio teórico Empreendedorismo e Mercado – Peso 4.