

**COLLEGE OF ECONOMICS AND MANAGEMENT
ZHEJIANG UNIVERSITY OF TECHNOLOGY
COURSE SYLLABUS INFORMATION**

SEMESTER/YEAR: Spring 2015

COURSE INFORMATION:

CLASS: Ph. D Lecture and Seminar Series (博士生研究讲座与论坛系列)

TITLE: Business & Management Theory and Methodology (工商管理理论与方法论)

Meeting Place: 博 C 204

MEETING TIMES: 1:30 – 4:30 PM, Tuesday and Thursday

DATES: 6/04, 6/09, 6/11, 6/16, 6/18, 6/25, and 6/30

PREREQUISITE: Restricted to Graduate Students or Equivalent

TEXT: There is no textbook required for this class. A course pack of readings and articles selected from leading academic journals will be provided to the students. It is the students' responsibility to download and/or make hard copies of the journal articles.

PRE-ASSIGNMENT: Please carefully read the journal articles for Session One (June 4), as listed in the class schedule, which are being sent to your email account along with the syllabus. Please also try every effort to carefully read the assigned articles and bring any question and thinking for the class discussion.

INSTRUCTOR INFORMATION:

INSTRUCTOR: **Ping Deng**, Ph.D.

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Office Hours: By appointment

This syllabus is subject to change at the discretion of the instructor to accommodate instructional and/or student needs. It is the student's responsibility to stay informed of such changes.

COURSE DESCRIPTION AND OBJECTIVES

This is one of the elective courses for doctoral students. It concentrates on how to conduct high-quality academic research with an explicit guidance of pertinent theoretical framework and rigorous methodology. As research on business and management research is globalized particularly in the context of increasing role of emerging market multinationals (EMNCs) in the international marketplace, students much understand how traditional theories and methods are facing dramatic challenges. This lecture and seminar series intends to help Ph. D. students be well aware of and prepared for these challenges.

A number of important theories and research methods will be discussed in the class. Those mainstream concepts and approaches include resource dependence theory (RDT), absorptive capacity, institutional theory, dynamic capabilities, organizational learning, social capital, multi-level analysis, mixed methods, micro-macro linkage, meta-analysis, case studies, and bibliometric analysis. Upon successful accomplishment of this course, students will be able to understand the importance of conducting rigorous academic research by identifying research topics of relevance and drawing insightful theoretical and policy/practical implications in different contexts and scenarios.

Electronic Devices in Classroom – Personal electronics (laptops, pads, cell phones) are only to be used during class time for class-related activities. Cell phones may only be used during class time if the instructor is using them to extend the classroom learning. Texting and the use of other electronic devices for non-related class activities should be reserved for class break times. Respect for the instructor and your classmates is the reason for requesting that you comply with this policy. Students who disrupt the instructor or fellow students may be asked to leave the class. If you have a learning need that conflicts with this policy, please discuss with the instructor in advance.

Finally, given the unique nature of the course, there is no specific grade established for this lecture and seminar series.

PREPARATION, PARTICIPATION AND DISCUSSION

Since this lecture/seminar course consists of a seven-session series, students are strongly recommended to attend each section. In addition, as the class schedule may change with the course progress, students are fully responsible for any updated contents and/or changes.

Furthermore, in order to successfully accomplish this course, before each class you are required to carefully read each of the journal articles, as specified in the class schedule. Beginning the second class section (June 9) , 3-4 students will organize as a team and lead one of the article discussion by preparing 8-12 PPT slides which will last approximately 30 minutes. Details regarding the format and requirement for the preparation will be further discussed when we meet in the first class session. Each sheet must be submitted to the blackboard prior to class. The specific assignment of this student-led discussion and the requirement will be further discussed in the first class session.

CLASS SCHEDULE

Date	Topics	Reading & Article Assignments
Session 1 (6/04) Thursday	Course introduction, expectations, and requirements; journal article assignment and guidance; RDT; cross-border mergers & acquisitions (M&As); emerging market (Chinese) firms; OFDI; negative binomial regression; panel regression analysis	Hillman, A., Withers, M., & Collins, B. 2009. Resource dependence theory: A review. <i>Journal of Management</i> , 35(6): 1404-1427. Choudbury, P., & Khanna, T. 2014. Why state-owned entities become multinationals. <i>Journal of International Business Review</i> , 45: 943-960. Xia et al., 2014. Outward foreign direct investment by emerging market firms: A resource dependence logic. <i>Strategic Management Journal</i> , 35: 1343-1363. Deng, P., & Yang, M. 2015. Cross-border mergers and acquisitions by emerging market firms: A comparative investigation. <i>International Business Review</i> , 24(1): 157-172.
Session 2 (6/09) Tuesday	Absorptive capacity (AC): Potential & realized; knowledge management; innovation; performance of cross-border M&As; multiple analytical levels; bibliometric analysis; thematic analysis; structural equation modeling; comparative case studies	Lane, P., Koka, B., & Pathak, S. 2006. The reification of absorptive capacity: A critical review and rejuvenation of the construct. <i>Academy of Management Review</i> , 31(4): 833-863. Volberta, H., Foss, N., & Lyles, M. 2010. Perspective — Absorbing the concept of absorptive capacity: How to realize its potential in the organization field. <i>Organization Science</i> , 21(4):931-951. Ebers, M., & Maurer, I. 2014. Connections count: How relational embeddedness and relational empowerment foster absorptive capacity. <i>Research Policy</i> , 43: 318-332. Deng, P. 2010. What determines cross-border M&As by Chinese companies? <i>Thunderbird International Business Review</i> , 52(6): 509-524.
Session 3 (6/11) Thursday	Institutional theory; institutional change; isomorphic forces and imitation; institutional norms legitimacy and conformity; mergers & acquisitions (M&As); institutional vs. resource-based views; meta-analytical techniques; logistic analysis	Dacin, M.T., Goodstein, J., & Scott, W.R. 2002. Institutional theory and institutional change: Introduction to the special research forum. <i>Academy of Management Journal</i> , 45(1): 45-57. Heugens, P., & Lander, M. 2002. Structure! Agency! (and other quarrels): A meta-analysis of institutional theories of organization. <i>Academy of Management Journal</i> , 52(1): 61-85. Oliver, C. 1997. Sustainable competitive advantage: Combining institutional and resource-based views. <i>Strategic Management Journal</i> , 18(9): 697-713. Yang, M., & Hyland, M. 2006. Who do firms imitate? A multilevel approach to examining sources of imitation in the choice of mergers and acquisitions. <i>Journal of</i>

		<i>Management</i> , 32(3): 381-399.
Session 4 (6/16) Tuesday	Dynamic capabilities (DC); micro-foundation of DC; extended case method (historical case studies); event timeline; bibliometric methods & content analysis; data analysis & thematic coding; author cocitation analysis; contingency-based approach	<p>Teece, D. 2014. A dynamic capabilities-based entrepreneurial theory of the multinational enterprise. <i>Journal of International Business Studies</i>, 45: 8-37.</p> <p>Danneels, E. 2011. Trying to become a different type of company: Dynamic capability at Smith Corona. <i>Strategic Management Journal</i>, 32:1-31.</p> <p>Peteraf, M., Di Stefano, G., & Verona, G. 2013. The elephant in the room of dynamic capabilities: Bringing two diverging conversations together. <i>Strategic Management Journal</i>, 34:1389-1410.</p> <p>Di Stefano, G., Peteraf, M., & Verona, G. 2014. The organizational drivetrain: A road to integration of dynamic capabilities research. <i>Academy of Management Perspectives</i>, 28(4): 307–327.</p>
Session 5 (6/18) Thursday	Mixed methods; Meta-inferences; research design & validity; multi-level analysis; two-stage multilevel empirical model; leadership; institutional environment; hierarchical linear modeling; innovation and R&D; economics of innovation	<p>Venkatesh, V., Brown, S., & Bala, H. 2013. Bridging the qualitative-quantitative divide: Guidelines for conducting mixed methods research in information systems. <i>MIS Quarterly</i>, 37(1): 21-54.</p> <p>Stentz, J., Clark, V., & Matkin, G. 2012. Applying mixed methods to leadership research: A review of current practices. <i>The leadership Quarterly</i>, 23: 1173-1183.</p> <p>Sahaym, A., & Nam, D. 2013. International diversification of the emerging-market enterprises: A multi-level examination. <i>International Business Review</i>, 22: 421-436.</p> <p>Lederman, D. 2010. An international multilevel analysis of product innovation. <i>Journal of International Business Studies</i>, 41: 606–619.</p>
Session 6 (6/25) Thursday	Frontier issues of research on cross-border M&As and multinationals from China and other emerging economies	Flexible schedules: Research presentation and seminars.
Session 7 (6/30) Tuesday	Frontier issues of research on cross-border M&As and multinationals from China and other emerging economies	Flexible schedules: Research update, review and future scholarly inquiry

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