

Disciplinas e Ementas

Disciplinas Eletivas

ESTRATÉGIA COMO PRÁTICA

Número de Créditos: 2 créditos

Ementa: A perspectiva da estratégia como prática social. Strategizing e a interação entre prática, práxis e praticantes. Sociomaterialidade da estratégia. Sensemaking, sensegiving e sensebreaking. O papel do middle manager como praticante. A estratégia como prática, o contexto e os resultados. Open strategizing.

Bibliografia: BALOGUN, J.; JACOBS, C.; JARZABKOWSKI, P.; MATERE, S.; VAARA, E. Placing Strategy Discourse in Context: Sociomateriality, Sensemaking, and Power. *Journal of Management Studies*, v. 51, n. 2, p. 175-201, 2014. BIRKINSHAW, J. Reflections on open strategy. *Long Range Planning*, v. 3, n. 50, p. 423-426, 2017. BORGES, M. L.; SCHOLZ, R. H.; CARGNIN, T. D. M. Estratégia-como-prática na Economia Solidária: Resultados e Ações de Catadores de uma Cooperativa. *Desenvolvimento em Questão*, n. 31, p. 108-142, 2015. CARDOSO, F. E.; LAVARDA, R. A. B. Perspectiva da estratégia-como-prática e o processo de formação da estratégia articulada pela média gerência. *Revista Eletrônica de Administração*, v. 21, n.3, p. 719-749, 2015. FLOYD, S. W.; WOOLDRIDGE, B. Middle management involvement in strategy and its association with strategic type: a research note. *Strategic Management Journal*, v. 13, p. 153-167, 1992. FLOYD, S. W.; LANE, P. M. Strategizing throughout the organization: managing role conflict in strategic renewal. *Academy of Management Review*, v. 25, n.1, p. 154-177, 2000. GIOIA, D. A.; THOMAS, J. B. Identity, image and issue interpretation: sensemaking during strategic change in academia. *Administrative Science Quarterly*, v. 41, p. 370-403, 1996. JARZABKOWSKI, P.; BALOGUN, J.; SEIDL, D. Strategizing: The challenges of a practice perspective. *Human Relations*, v.60, n.1, p. 5-27, 2007. JARZABKOWSKI, P.; SPEE, A. P. Strategy-as-practice: a review and future directions for the field. *International Journal of Management Reviews*, v. 11, n. 1, p. 69-95, 2009. JARZABKOWSKI, P.; KAPLAN, S. Strategy tools-in-use: A framework for understanding technologies of rationality in practice. *Strategic Management Journal*, v. 36, n.4, p. 537-558, 2015a. JARZABKOWSKI, P.; BURKE, G.; SPEE, P. Constructing spaces for strategic work: A Multimodal Perspective. *British Journal of Management*, v. 26, n. S1, p. S26-S47, 2015b. JARZABKOWSKI, P.; KAPLAN, S.; SEIDL, D.; WHITTINGTON, R. On the risk of studying practices in isolation: linking what, who, and how in strategy research. *Strategic Organization*, v. 14, n. 3, p. 248-259, 2016. HAUTZ, J.; SEIDL, D.; WHITTINGTON, R. Open strategy: dimensions, dilemmas, dynamics. *Long Range Planning*, v. 30, n. 1, p. 1-12, 2017. JOHNSON, G.; MELIN, L.; WHITTINGTON, R. Micro Strategy and strategizing: Towards an activity-based view. *Journal of Management Studies*, v. 40, n. 1, p. 3- 22, 2003. JOHNSON, G.; LANGLEY, A.; MELIN, L.; WHITTINGTON, R. Strategy as practice: Research directions and resources. Reino Unido: Cambridge University Press, 2007. KORNBERGER, M.; CLEGG, S. Strategy as performative practice: The case of Sydney 2030. *Strategic Organization*, v. 9, n. 2, p. 136-162, 2011. MAITLIS, S. The social processes of organizational sensemaking. *The Academy of Management Journal*, v. 48, n. 1, p. 21-49, 2005. ROULEAU, L. Micro-practices of strategic sensemaking and sensegiving: How middle managers interpret and sell change every day. *Journal of Management Studies*, v. 42, n.7, p. 1413-1441, 2005. ROZSA NETO, R.; LAVARDA, R. B. The language studies in strategy as practice and the middle manager roles: an essay. *Revista Brasileira de Estratégia (REBRAE)*, v. 10, n. 3, p. 366-380, 2017. TIDSTRÖM, A.; RAJALA, A. Coopetition strategy as interrelated praxis and practices on multiple levels. *Industrial Marketing Management*, v. 58, p. 35-44, 2016. WHITTINGTON, R. The work of strategizing and organizing: for a practice perspective. *Strategic Organization*, v. 1, n. 1, p. 119-127, 2002. WHITTINGTON, R. Completing the practice turn in strategy research. *Organization Studies*, v. 27, n. 5, p. 613-634, 2006. WHITTINGTON, R. Strategy practice and strategy process: Family differences and the sociological eye. *Organization Studies*, v. 28, n. 10, p. 1575-1586, 2007. WILSON, D. C.; JARZABKOWSKI, P. Pensando e agindo estrategicamente: Novos desafios para a análise estratégica. *RAE – Revista de Administração de Empresas*, v. 44, n. 4, p. 11-20, 2004.