

Multinational Companies in the Post Pandemic era: New Trends & Methodologies

GVCs, reshoring & back sourcing; Resilience in GVCs; Do we need a theory of externalization?; Industry 4.0 & international business; The dark side of international business.

Technology Management

Knowledge and understanding; Skills and ability; Judgement and approach.

New Product Development and Business Models

What is innovation and how do we go about it?; Some examples of famous inventions/innovations; Drucker's (1985) sources of innovation; Schumpeter's Innovations (1996); Stages; A formal NPD process; Network model of innovation process; Ecosystem-based innovation-MaaS

Internationalization Strategies: Theories and Practices

Internationalization: historical evolution. Theoretical perspectives of internationalization. Management Theories (Strategic) of International Management. Foreign Entry Mode. The National Culture, Strategy and Management of Organizations. Intercultural Research (Cross Cultural) in International Management. International Business Planning. Organizational Practices.

Consumer behavior

Fundamentals of consumer research. Individual differences. Psychological processes. Social variables in the consumer study. The purchase decision process. Methods and techniques of qualitative and quantitative scope in the study of consumer behavior. International and national classic and contemporary studies on consumer behavior. Applications and trends of consumer behavior in academic research and contributions to organizations. Responsibility and ethics in consumer studies.

Non-Market Strategies

Introduction to the concept of Non-Market Strategy. Theories of Non-Market Strategies. Non-Market Shares. Corporate Political Activity. Social Activities and CSR. Media Impact. Philanthropy. Emerging Non-Market Themes.

Globalization and Emerging Economies

Globalization and emerging economies: Concept and development. Risk and Uncertainty in a changing world. The role of State, Culture and Institutions in emerging economies. Competing in emerging economies. Foreign Direct Investment and Multinational Companies from emerging economies. IB research in emerging economies.

Qualitative Research Methods 1

Fundamentals of qualitative research. Quality criteria in qualitative research. Qualitative research typology and strategies (basic qualitative study, interpretivist and positivist case studies). Entering the field (interviews, focus groups, observation, online observation, secondary or documentary data, use of image and sound). Techniques for processing, analyzing and interpreting data (content analysis, thematic analysis, use of software). Triangulation, confidentiality, reliability and validity of data. Presentation of Data. Writing and publishing Qualitative Research,

Leadership: Perspectives, Styles and Trends

Leader and leadership concept. Classical and contemporary approaches to leadership. Leadership styles. Relationship between leadership and motivation.

Innovation management

Innovation Management Concepts and Application of Innovation. Strategy, Management Models and Organizational Structure for Innovation. Innovation in emerging markets. Innovation and International Business. Innovation Ecosystems. Innovation and Performance. Open/Closed Innovation. National Innovation Systems Models (Triple, quadruple, quintuple helix). Background and determinants of Innovation.