

Department of Business Administration

EHFE012, Theory in Business Administration,

7.5 credits

Teorikurs i företagsekonomi,

7,5 hp

Third Cycle/Forskarutbildningsnivå

General information

The course EHFE012 is a course on Business Administration at the third cycle level. The course is compulsory for PhD students accepted to the PhD programme in Business Administration at Lund University School of Economics and Management.

Language of instruction: English

Main field of studies: Business Administration

Learning outcomes

Knowledge and understanding

A passing grade on the course will be awarded to students who:

- Show a good understanding of key theories in sub-field(s) other than the student's own, and how they are related to the student's own sub-field.
- Show a good understanding of the relationship between the different sub-fields of business administration.

Applying knowledge and understanding

A passing grade on the course will be awarded to students who:

- Show ability to analyze and discuss how theories from other sub-fields than the student's own are related to and may enrich the student's thesis project.

Communication

A passing grade on the course will be awarded to students who:

- Show ability to communicate both orally and in writing on relationships between the different sub-fields of business administration, as well as their relevance to the student's own thesis project.

Course content and design

The department of Business Administration in Lund is divided into five sub-fields: Accounting & Finance, Entrepreneurship, Marketing, Organization, and Strategic Management. The purpose of this course is twofold: 1) to provide the students with insight into key theories and questions within each sub-field, 2) to discuss distinctions as well as possible synergies between the sub-fields.

The course is divided into two parts. The first and main part is a series of seminars held by teachers from the different sub-fields of business administration. The second part is a seminar where the students' papers are discussed.

In the first part, each teacher identifies 6–8 articles that represent key theories and questions in their sub-field (see separate literature list). The articles are not necessarily “classics” or the first ones who brought up the topic. Rather, they are selected because they represent key theories in a comprehensive way and allow for a discussion of the main issues associated with the theories. Each set of articles is discussed in a 4-hour seminar with the students, led by the teacher.

For the second part, the students will have written drafts for their course paper where they discuss the relationship between their thesis topic and one or more sub-field that is/are not their own. The drafts are discussed in a seminar, led by the course leader, with student-discussants assigned to each paper.

Assessment

The course is examined through a paper at the end of the course. Maximum word count: 3500 words.

The aim of the paper is to identify interesting fusions and cross-fertilizations between the sub-fields and the literatures on the course, and discuss how these can be used in the student's own thesis project. In the normal case, the course leader will mark the papers. However, there may be cases where the topic is too far from his/her area of expertise. In such a case, s/he may consult the teacher who is an expert in the sub-field.

Credits

Grades are Pass or Fail.

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.

Entry requirements

PhD students accepted to the PhD programme in Business Administration or an adjacent subject are eligible for the course.

Course literature

See separate literature list.

Department of Business Administration

Strategic Management

Barney, Jay (1991), Firm resources and sustained competitive advantage. *Journal of Management*, 17 (1), s. 99–120.

Chakravarty, B. S., & Doz, Y. L. (1992), Strategy Process Research: Focusing on Corporate Self-Renewal. *Strategic Management Journal*, 13 (Special Issue: Strategy Process: Managing Corporate Self-Renewal, Summer 1992): 5–14.

Helfat, C. & Winter, S. (2011) "Untangling dynamic and operational capabilities. Strategies for the (n)ever-changing world", *Strategic Management Journal*

Mintzberg, H. (1978), Patterns in strategy formation. *Management Science*, 24(9): 934–948.

Porter, M. E. (1991), Towards a Dynamic Theory of Strategy. *Strategic Management Journal*, 12(Winter): 95–117.

Teece, David, Gary Pisano & Amy Schuen (1997), Dynamic capabilities and strategic management. *Strategic Management Journal*, 18 (7), s. 509–533

Whittington, Richard (2007), Strategy Practice and Strategy Process: Family Differences and the Sociological Eye. *Journal of Management Studies*, 40 (1), s. 3–22.

Marketing

Alderson, W. & Cox, R., (1948), Towards a theory of marketing, *Journal of Marketing*, Vol 13. (October), pp. 137–152.

Borden, N.H., 1964, The concept of the marketing mix, *Journal of Advertising Research*, Vol 4. June, pp. 2–7.

Hunt, S.D. (1976) 'The Nature and Scope of Marketing', *Journal of Marketing*, Vol 40. (July), pp. 17–28.

Grönroos, C., (1994) "From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing", *Management Decision*, Vol. 32. (2), pp. 4–20

Achrol, R.S. & Kotler, P., (1999), Marketing in the Network Economy, *Journal of Marketing*, Vol 63. (Special Issue), pp. 146–163.

Vargo, Stephen L. and Robert F. Lusch. 2004. "Evolving to a New Dominant Logic for Marketing." *Journal of Marketing*, Vol 68. (1), January: 1–17

Arnould, E.J. & Thompson, C.J., (2005), Consumer Culture Theory (CCT): Twenty Years of Research, *Journal of Consumer Research*, Vol 31. (4), pp. 868–882

Håkansson, H. and A. Waluszewski. 2005. Developing a new understanding of markets: reinterpreting the 4Ps. *Journal of Business and Industrial Marketing*, Vol 20. (3), pp. 110–17.

Entrepreneurship

Landström, H., G. Harirchi and F. Åström (2012), “Entrepreneurship: Exploring the knowledge base”. *Research Policy*, 41, 1154–1181.

Landström, H. and G. Harirchi (2018), “The social structure of entrepreneurship as a scientific field”. *Research Policy*, 47, 650–662.

Gartner, W.B. (1988), “Who is the entrepreneur? Is the wrong question”. *American Journal of Small Business*, 12, 11–32.

Baumol, W.J. (1990), “Entrepreneurship: productive, unproductive and destructive”. *Journal of Political Economy*, 98(5), 893–921.

Shane, S.A. and S. Venkataraman (2000), “The promise of entrepreneurship as a field of research”. *Academy of Management Review*, 25(1), 217–226.

Sarasvathy, S. (2001), “Causation and effectuation: toward a theoretical shift from economic inevitability to entrepreneurial contingency”. *Academy of Management Review*, 26(2), 243–263.

Shepherd, D.A. (2015), “Party On! A call for entrepreneurship research that is more interactive, activity based, cognitively hot, compassionate, and prosocial”. *Journal of Business Venturing*, 30, 489–507.

Organization

What is an organization, and a firm?

Coase, R. H. (1937). The nature of the firm. *economica*, 4(16), 386–405.

Kuhn, T. (2008). A communicative theory of the firm: Developing an alternative perspective on intra-organizational power and stakeholder relationships. *Organization studies*, 29(8-9), 1227–1254.

Weick, K. E., Sutcliffe, K. M., & Obstfeld, D. (2005). Organizing and the process of sensemaking. *Organization science*, 16(4), 409–421.

How are organizations controlled?

Barker, J. R. (1993). Tightening the iron cage: Concertive control in self-managing teams. *Administrative science quarterly*, 408–437.

Alvesson, M., & Willmott, H. (2002). Identity regulation as organizational control: Producing the appropriate individual. *Journal of management studies*, 39, 619–644.

Rennstam, J. (2012). Object-control – a study of technologically dense knowledge work. *Organization Studies*, 33/8, 1071–1090

How are organizations related to their environment?

Meyer, J. W., & Rowan, B. (1977). Institutionalized organizations: Formal structure as myth and ceremony. *American journal of sociology*, 340–363.

Prasad, A., Prasad, P., & Mir, R. (2011). ‘One mirror in another’: Managing diversity and the discourse of fashion. *Human Relations*, 0018726710386511.

Organization and organization theory for whom?

Acker, J. (2006). Inequality regimes gender, class, and race in organizations. *Gender & society*, 20(4), 441–464.

Accounting

Accounting & management control

Berry, A.J., Coad A.F. Harris , E.P , Otley, D.T , Stringer C. (2009) Emerging themes in management control: A review of recent literature *The British Accounting Review* 41: 2–20

Lueg, R. and Radlach, R. (2016) Managing sustainable development with management control systems: A literature review. *European Management Journal*, 34pp. 158–171.

Malmi, T. and Brown, D.A. (2008) Management control systems as package – Opportunities, challenges and research directions. *Management Accounting Research*, 19, p. 287–300.

Modell, S. (2012), Strategy, political regulation and management control in public sector: Institutional and critical perspectives, *Management Accounting Research* 23: 278–295.

Accounting & auditing

Mattessich, R. Küpper, H-U (2003). Accounting Research in the German Language Area – First Half of the 20th century. *Review of Accounting and Finance*. “(3):106–137.

Watts R. L- 1977. Corporate financial statements: product of the market and political process. *Australian Journal of management*: 52–75.

Hines, R. (1988). Financial accounting: In communicating reality we construct reality. *Accounting, Organizations and Society*, 13 (3), 251–262.

Sandell N. & Svensson, P (2014). The Language of Failure: The Use of Accounts in Financial Reports *International Journal of Business Communication*.

Zhang, Y. & Andrew J. (2014). Financialisation and the conceptual framework. *Critical Perspective on Accounting*, 25:17–26.