

Alianzas Empresariales
Máster en Investigación en Economía de la Empresa
Anoop Madhok, Schulich School of Business, York University.

Universidad de Salamanca

16-18 Abril 2012

Breve descripción del curso:

This is a strategy seminar on interfirm collaborative alliances. The objective of the seminar is to familiarize the student with some of the major themes in strategic management theory, as they apply to alliances. We will discuss issues pertinent to both the formation of alliances as well as to their management.

Acerca del ponente del curso:

Anoop Madhok (<http://amadhok.apps01.yorku.ca/main.php>) is a Professor of Strategy at the Schulich School of Business, York University, Toronto and a Visiting Professor at the Faculty of Economics and Business, Vrije University, Amsterdam. He was formerly a Professor of Management at the David Eccles School of Business, University of Utah, Salt Lake City. He obtained his Ph.D. in 1993 from McGill University, Montreal and an MA in International Studies from Johns Hopkins University. He has also been a Visiting Professor at the Rotterdam School of Management, Erasmus University, Rotterdam and at the University of Melbourne as well as a visiting research scholar at a number of other prominent institutions. Earlier, he worked as a manager in prominent multinational firms operating in India.

Professor Madhok's research interests span strategy and international management and include topics such as multinational firm strategy, foreign market entry, strategic alliances, trust and interfirm collaboration, and the theory and boundaries of the firm. He has lectured extensively on these topics in a number of countries. His work has been published in the Academy of Management Journal, Strategic Management Journal, Organization Science, Journal of International Business Studies, Management International Review, among many others, as well as in a variety of books, and he serves on the editorial review board of Strategic Management Journal, Journal of International Business Studies, Journal of Management, Journal of International Management and Journal of World Business.

Lugar: aula 103-A del edificio FES

Fechas y horario: 16, y 17 de Abril de 11 a 14h y 18 de Abril de 10 a 14h.

Este curso forma parte de las actividades presenciales de las asignaturas "Dirección Estratégica de la empresa" y "Dirección de la Producción y de la Innovación" del Máster en Investigación en Economía de la Empresa. Su asistencia, por tanto, es recomendable para todos los estudiantes matriculados en estas asignaturas. Se invita a asistir también a los alumnos del máster de otros perfiles, a los alumnos de doctorado y a los profesores del departamento que tengan interés en esta materia.

El curso ha sido financiado con las Ayudas a la movilidad del Ministerio de Educación. El curso y todos los materiales serán en inglés. El único requisito para los interesados en asistir es enviar un correo a Isabel Suárez (isuarez@usal.es) antes del día 23 de Marzo a efectos de organización. Se enviará entonces una lista de lecturas y materiales para preparar el curso.