

Course guide
Business administration as a research field 7.5 credits
Vt 2023

Welcome to the postgraduate course in business administration!

The course provides an overview of business administration as a field of research as well as an in-depth knowledge of current research within some of the sub-areas of the subject. The course is structured around six seminars between 23/2 2023 to 25/5 2023, of which two are held in Östersund and four in Sundsvall.

Below you will find reading instructions for the seminars.

W	Date and place	Content	Professor	Reading instructions and literature
8	23/2 h. 11.15-16.00 Östersund A238a	Course introduction and Entrepreneurship	Professor Yvonne von Friedrichs and PhD Cecilia Dalborg	Overview of business administration as a field of research. Read all the articles and write a short summary of each of them (in Swedish or English). Also reflect on the content of each article. Was there, for example, something that surprised, interested, seemed doubtful? Think about what in that article you would like to discuss at the seminar and formulate such a question for each article. Send your reflections no later than 10 a.m. the day before the seminar (i.e. 22/2) to: yvonne.vonfriedrichs@miun.se and Cecilia.dalborg@miun.se
10	9/3 h. 10.15-16.00 Sundsvall L304/305	Accounting	Professor Peter Öhman	Read all the articles and write a short summary of each of them (in Swedish or English). Also reflect on the content of each article. Was there, for example, something that surprised, interested, seemed doubtful? Think about what in that article you would like to discuss at the seminar and formulate such a question for each article. Send your reflections no later than 10 a.m. the day before the seminar (i.e. 8/3) to: peter.ohman@miun.se
13	28/3 h.10.15-16.00 Sundsvall L304/305	Marketing	Professor Heléne Lundberg	Read all the articles and write a short summary of each of them (in Swedish or English). Also reflect on the content of each article. Was there, for example, something that surprised, interested, seemed doubtful? Think about what you would like to discuss at the seminar and formulate such a question for each article. Send your reflections no

				later than 10.00 a.m. the day before the seminar (Monday Mars 27) to: helene.lundberg@miun.se
15	12/4 h. 10.15-16.00 Sundsvall L304/305	Organisation and Leadership	PhD Ulrika Sjödin	Read all the articles and write a short summary of each of them (in Swedish or English). Also reflect on the content of each article. Was there, for example, something that surprised, interested, seemed doubtful? Think about what you would like to discuss at the seminar and formulate such a question for each article. Send your review no later than 10 a.m. the day before the seminar (Tuesday 11/4) to: ulrika.sjodin@miun.se
17	26/4 h. 11.15-16.00 Sundsvall L304/305	Finance	Professor Darush Yazdanfar	Read all the articles and write a short description + critical examination/review of each of them (in Swedish or English). Imagine that you have been given a review assignment to review and suggest improvements to the articles. Send your review no later than 10 a.m. the day before the seminar (Tuesday 25/4) to: darush.yazdanfar@miun.se
20	15/5 h. 15.00	Deadline for submission of individual course PM		Send to: yvonne.vonfriedrichs@miun.se and cecilia.dalborg@miun.se Opponents are appointed on May 16
21	25/5 h. 11.15-16.00 Östersund A238a	PM-seminars	Professor Yvonne von Friedrichs and PhD Cecilia Dalborg	

Instructions for course PM

The course is examined through an individual essay at the end of the course. The scope of the essay is limited to 3500 words in English or Swedish. The purpose of the essay is to show in-depth knowledge and understanding of business administration as a research field.

Furthermore, the essay must contain an account of the relationship between the development of the research field and the current research within a selected sub-area. The essay must also be explicitly discussed in relation to the participants' own research projects and research problems.

An opponent is appointed to each PM. The task for the opponent is to critically examine and prepare and lead a discussion about the assigned essay at the seminar that ends the course.

For the seminar, each author prepares a short presentation (max. 10 min) as an introduction to the essay discussion. The opponent then leads an in-depth discussion about the essay (max. 20 min).

Send your PM to yvonne.vonfriedrichs@miun.se, cecilia.dalborg@miun.se, your opponent, (a list will be distributed in advance), and all other course participants.

Literature

Mandatory literature

Entrepreneurship

Austin, J., Stevenson, H. & Wei-Skillern, J. (2006), "Social and commercial entrepreneurship: Same, different, or both?". *Entrepreneurship Theory and Practice*, 30(1), 1–22.

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

von Friedrichs, Y. & Lundström, A. (2016), "Social entrepreneurship as collaborative processes in rural Sweden". In Andersen, L.L., Gawell, M. & Spear, R. (eds.), "Social entrepreneurship and social enterprises – Nordic perspectives", Routledge, 158–177.

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

Johannisson, B. & Mønstedt, M. (1997), "Contextualizing entrepreneurial networking". *International Studies of Management & Organization*, 27(3), 109–136.

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

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

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.

Yousafzai, S., Fayolle, A., Saeed, S., Henry, C. & Lindgreen, A. (2019), "The contextual embeddedness of women's entrepreneurship: Towards a more informed research agenda". *Entrepreneurship & Regional development*, 31(3-4), 167–177.

Finance

Ang, J.S. (1992), "On the theory of finance for privately held firms". *Journal of Small Business Finance*, 1(3), 185–203.

Berger, A.N. & Udell, G.F. (1998), "The economics of small business finance: The roles of private equity and debt markets in the financial growth cycle". *Journal of Banking & Finance*, 22(6-8), 613–673.

Fama, E.F. & French, K.R. (2002), "Testing trade-off and pecking order predictions about dividends and debt". *Review of Financial Studies*, 15(1), 1–33.

Healy, P.M. & Palepu, K.G. (2001), "Information asymmetry, corporate disclosure, and the capital markets: A review of the empirical disclosure literature". *Journal of Accounting and Economics*, 31(1-3), 405–440.

Myers, S.C. (1984), "The capital structure puzzle". *Journal of Finance*, 39(3), 575–592.

Myers, S.C. & Majluf, N.S. (1984), "Corporate financing and investment decisions when firms have information that investors do not have". *Journal of Financial Economics*, 13(2), 187–221.

Yazdanfar, D., Öhman, P., (2018), 'Growth and job creation at the firm level, empirical evidence from Sweden' *Management Research Review*, Vol. 41 No: 3, pp.345-358.

Marketing

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

Bagozzi, R.P. (1975), "Marketing as exchange". *Journal of Marketing*, 39(4), 32–39.

Berger, J. & Milkman, K.L. (2012), "What makes online content viral?". *Journal of Marketing Research*, 49(2), 192–205.

Cadogan, J.W. (2012), "International marketing, strategic orientations and business success: Reflections on the path ahead". *International Marketing Review*, 29(4), 340–348.

Coreynen, W., Matthyssens, P. & Van Bockhaven, W. (2017), "Boosting servitization through digitization: Pathways and dynamic resource configurations for manufacturers". *Industrial Marketing Management*, 60, 42–53.

Cova, B. & Dalli, D. (2009), "Working consumers: The next step in marketing theory?". *Marketing Theory*, 9(3), 315–339.

Erevelles, S., Fukawa, N. & Swayne, L. (2016), "Big data consumer analytics and the transformation of marketing". *Journal of Business Research*, 69(2), 897–904.

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Vargo, S.L. & Lusch, R.F. (2017), "Service-dominant logic 2025". *International Journal of Research in Marketing*, 34(1), 46–67.

Organisation and leadership

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

Barker, J.R. (1993), "Tightening the iron cage: Concertive control in self-managing teams". *Administrative Science Quarterly*, 38(3), 408–437.

Barker, R.A. (2001), "The nature of leadership". *Human Relations*, 54(4), 469–494.

Bolden, R. (2011), "Distributed leadership in organizations: A review of theory and research", *International Journal of Management Reviews*, Vol 13(3), 251–269.

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

Meyer, J. W. & Rowan, B. (1977), "Institutionalized organizations: Formal structure as myth and ceremony". *American Journal of Sociology*, 83(2), 340–363.

Prasad, A., Prasad, P. & Mir, R. (2011), "'One mirror in another': Managing diversity and the discourse of fashion". *Human Relations*, 64(5), 703–724.

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

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

Accounting

Akerlof G.A. (1970), "The market for lemons". *Quarterly Journal of Economics*, 84(3), 488–500.

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(1), 2–20.

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

Martinez-Ferrero, J., Banerjee, S. & Garcia-Sanchez, I. (2016), "Corporate social responsibility as a strategic shield against costs of earnings management practices". *Journal of Business Ethics*, 133(2), 305–324.

Mellempvik, F., Monsen, N. & Olsen, O. (1988), "Functions of Accounting – a discussion", *Scandinavian Journal of Management*, 4(3-4), 101–119.

Watts, R.L. & Zimmerman, J.L. (1990), "Positive accounting theory: A ten year perspective". *The Accounting review*, 65(1), 131–156.

Öhman, P. & Wallerstedt, E. (2012), "Audit regulation and the development of the auditing profession: The case of Sweden", *Accounting History*, 17(2), 241–257.

Welcome!

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Examiner and course coordinator