List of Literature for the Master Exam

Second Specialisation Strategic Management

Please note: You will have completed either Experimental Methods I: Laboratory Experiments OR Experimental Methods I: Agent-Based Modelling in Organisations

Business Strategy


Cases:

Zopa.com

Linear Air: Creating the Air Taxi Industry

Leadership Online: Barnes & Noble vs. Amazon.com

Meubles Canadel: Looking Towards the Future

Apple Inc. in 2010

McKinsey

Oticon

Airbnb’s Acquisition of HotelTonight: A Win-Win Deal?

Empirical Methods I


Methoden der Empirischen Wirtschaftsforschung, URL: https://www.hsto.info/econometrics/

**Experimental Methods I: Laboratory Experiments**

Shadish, Cook, Campbell (2002): Experimental and Quasi-Experimental Designs


**Experimental Methods I: Agent-Based Modelling in Organisations**


**Strategic Decision-Making**

All class materials (Slides + Handouts) are essential!

Russo, J. E., & Schoemaker, P. J. (2002). Winning decisions: Getting it right the first time.

**Economic Psychology**

All class material (Slides) is essential!

Further reading:


Thaler, R. H., Sunstein, C. R., & Balz, J. P. (2014). Choice architecture. Find here: https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpapers.ssrn.com%2Fsol3%2Fpapers.cfm%3Fabstract_id%3D2536504&amp;data=02%7C01%7Cvht728%40alumni.ku.dk%7C4a3d923a75bc4be7bc1b08d83d494888%7Ca3927f91cda14696af898c9f1ceffa91%7C0%7C0%7C637326732245975409&amp;reserved=0


Sunstein, C. R. (2017). Misconceptions About Nudges. Find here: https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpapers.ssrn.com%2Fsol3%2Fpapers.cfm%3Fabstract_id%3D3033101&amp;data=02%7C01%7Cvht728%40alumni.ku.dk%7C4a3d923a75bc4be7bc1b08d83d494888%7Ca3927f91cda14696af898c9f1ceffa91%7C0%7C0%7C637326732245975409&amp;reserved=DuENwrOxsnIlUfYek1C5vxCN0u%2BXB5hK3ubHvL6ugico%3D