

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

Robert M. Grant. Contemporary Strategy Analysis: Concepts, techniques, applications. (Blackwell Publishers) 8th Edition 2012

W. Chan Kim & Renee Mauborgne. Value Innovation: The Strategic Logic of High Growth. Harvard Business Review 1996

Michael E. Porter. Competitive Strategy Revisited: A View from the 1990s. Harvard Business School Press, 1994.

Jay Barney. Looking inside for competitive advantage. Academy of Management Executive 1995.

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

Bryman, A. (2016). Social research methods. Oxford university press. 5th edition

Babbie, E. (2005). The Practice of Social Research. Wadsworth Publishing. 13th edition

Sarantakos, S. (2012). Social research. Macmillan International Higher Education. 4th edition

May, T. (2011). Social research: Issues, Methods and Research. McGraw-Hill Open University Press. 4th edition

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

Towards data science.com (2018). Sentiment Analysis: Concept, Analysis and Applications, URL: <https://towardsdatascience.com/sentiment-analysis-concept-analysis-and-applications-6c94d6f58c17>, accessed on 13 March 2019.

Vaske, J.J., Beaman, J., & Sponarski, C.C. (2017). Rethinking internal consistency in Cronbach's Alpha. *Leisure Sciences*, 39(2), 163-173.

Wooldridge, J.M. (2012). *Introductory Econometrics: A Modern Approach*. South-Western Cengage Learning. 5th edition

Experimental Methods I: Laboratory Experiments

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

Siggelkow, N. & Levinthal, D. A. (2003). Temporarily Divide to Conquer: Centralized, Decentralized, and Reintegrated Organizational Approaches to Exploration and Adaptation. *Organization Science* 14(6), 650-669.

Siggelkow, N. & Rivkin, J. W. (2006). When exploration backfires: Unintended consequences of multilevel organizational search. *Academy of Management Journal* 49(4), 779-795.

Fehr, E., Herz, H., & Wilkening, T. (2013). The Lure of Authority: Motivation and Incentive Effects of Power. *American Economic Review* 103(4), 1325-1359.

Puranam, P. (2018). *The microstructure of organizations*. Oxford University Press, United Kingdom. (Chapter 5 & 6)

Sah & Stiglitz (1986): *The Architecture of Economic Systems: Hierarchies and Polyarchies*

Experimental Methods I: Agent-Based Modelling in Organisations

Schelling, T. C. (1969). Models of segregation. *The American Economic Review*, 59(2), 488-493.

Schelling, T. C. (1971). Dynamic models of segregation. *Journal of mathematical sociology*, 1(2), 143-186.

Puranam, P., Stieglitz, N., Osman, M., & Pillutla, M. M. (2015). Modelling bounded rationality in organizations: Progress and prospects. *Academy of Management Annals*, 9(1), 337-392.

- Cohen, M. D., March, J. G., & Olsen, J. P. (1972). A garbage can model of organizational choice. *Administrative science quarterly*, 1-25.
- Csaszar, F. A., & Eggers, J. P. (2013). Organizational decision making: An information aggregation view. *Management Science*, 59(10), 2257-2277.
- Denrell, J. (2005). Why most people disapprove of me: experience sampling in impression formation. *Psychological review*, 112(4), 951.
- Ethiraj, S. K., & Levinthal, D. (2009). Hoping for A to Z while rewarding only A: Complex organizations and multiple goals. *Organization Science*, 20(1), 4-21.
- Fang, C., Lee, J., & Schilling, M. A. (2010). Balancing exploration and exploitation through structural design: The isolation of subgroups and organizational learning. *Organization Science*, 21(3), 625-642.
- Levinthal, D. A. (1991). Random walks and organizational mortality. *Administrative Science Quarterly*, 397-420.
- Levinthal, D. A. (1997). Adaptation on rugged landscapes. *Management science*, 43(7), 934-950.
- March, J. G. (1991). Exploration and exploitation in organizational learning. *Organization science*, 2(1), 71-87.
- Puranam, P., & Swamy, M. (2016). How initial representations shape coupled learning processes. *Organization Science*, 27(2), 323-335.
- Sah, R., & Stiglitz, J. (1986). The Architecture of Economic Systems: Hierarchies and Polyarchies, *The American Economic Review*, 76(4), 716-727.

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:

Camerer, C. (1999). Behavioral economics: Reunifying psychology and economics. *Proceedings of National Academy of Sciences*, 96, 10575-10577.

Camerer, C. & Loewenstein, G. (2011). "Behavioral Economics: Past, Present, Future." In: Camerer, C., Loewenstein, G. & Rabin, M. (eds.), *Advances in Behavioral Economics*. 3-51.

Kahneman, D. (2003) "Maps of Bounded Rationality: Psychology for Behavioral Economics." American Economic Review, 93(5), 1449-1475.

Rabin, M. (1998). Psychology and Economics. Journal of Economic Literature, 36, 11-46.

Angner, E., & Loewenstein, G. (2012). Behavioral Economics. In: U. Maki (ed.). Handbook of the philosophy of science: Philosophy of Economics (vol3. 13, pp. 641-689). Amsterdam: Elsevier.

Tversky, A., and D. Kahneman. (1974). Judgment Under Uncertainty: Heuristics and Biases. Science, 185, 1124-1131.

Thaler, R. (1985). Mental Accounting and Consumer Choice. Marketing Science, 4(3), 199-214.

Loewenstein, G., O'Donoghue, T., & Rabin, M. (2003). Projection bias in predicting future utility. The Quarterly Journal of Economics, 118(4), 1209-1248.

Loewenstein, G., & Schkade, D. (1999). Wouldn't it be nice? Predicting future feelings. Wellbeing: The foundations of hedonic psychology, 85-105.

Johnson, E. J., & Goldstein, D. (2003). Do defaults save lives?. Science, 302(5649), 1338.

Thaler, R. H., Sunstein, C. R., & Balz, J. P. (2014). Choice architecture. Find here:

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Loewenstein, G., & Chater, N. (2017). Putting nudges in perspective. Behavioural Public Policy, 1(1), 26-53.

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&data=02%7C01%7Cvht728%40alumni.ku.dk%7C4a3d923a75bc4be7bc1b08d83d494888%7Ca3927f91cda14696af898c9f1ceffa91%7C0%7C0%7C637326732245975409&reserved=0