

**EDEN DOCTORAL SEMINAR ON BUSINESS RELATIONSHIPS AND NETWORKS**  
**TURKU, MAY 19-23, 2014**

Course design and reading list

Schedule/ Lecturer	Themes	Readings (to be read in advance)
<p>Monday May 19</p> <p><b>Kristian Möller</b>, Professor , Aalto University School of Business</p>	<p>Mapping and comparing theoretical approaches to business network studies;</p> <p>Managing in networks – opportunities and limitations.</p>	<p>Grandori, A. &amp; Soda G. (1995), Inter-firm Networks: Antecedents, Mechanisms and Forms. <i>Organization Studies</i>, 16 (2), 183-214.</p> <p>Araujo &amp; Easton (1996) Networks in Socio-Economic Systems: A Critical Review. In D Iacobucci (Ed.), <i>Networks in marketing</i>, Sage, Newbury Park, CA, pp. 63–107.</p> <p>Möller, K. (2013) Theory Map of business marketing: Relationships and networks perspectives. <i>Industrial Marketing Management</i>, 42, (3) 324–335</p> <p>Håkansson, H. and Ford, D. (2002) How should companies interact in business networks? <i>Journal of Business Research</i>, 55 (2), 133-139.</p> <p>Ritter, Wilkinson &amp; Johnston (2004) Managing in complex business networks. <i>Industrial Marketing Management</i>, 33 (3), 175-183.</p> <p>Möller, K. and Svahn, S. (2006) Role of Knowledge in Value Creation in Business Nets, <i>Journal of Management Studies</i>, 43 (5) 985-1007.</p> <p>Möller, K. and Rajala, A. (2007) Rise of strategic nets - New modes of value creation , <i>Industrial Marketing Management</i>, 36 (7), 895-908.</p>
<p>Tuesday May 20</p> <p><b>Debbie Harrison</b> Associate Professor, BI</p>	<p>The IMP interaction and network approach;</p> <p>Network pictures and sensemaking;</p> <p>Strategy and strategizing in networks</p>	<p>(Håkansson, H. and Ford, D. (2002) How should companies interact in business networks? <i>Journal of Business Research</i>, 55, (2), 133-139.)</p> <p>Håkansson, H. and Snehota, I. (1995), <i>Activity Links, Developing Relationships in Business Networks</i>, Routledge: London, pp. 51-61. (This is available at <a href="http://www.impgroup.org">www.impgroup.org</a>),</p> <p>Richardson, G. B. (1972), The organisation of industry, <i>The Economic Journal</i>, pp. 883-896 (available on JSTOR).</p> <p>Baraldi E., Gressetvold E., Harrison D. (2012) Resource interaction in inter-organizational networks: foundations, comparison, and a research agenda, <i>Journal of Business Research</i>, 65(2), pp. 266-276.</p> <p>Henneberg, S.C., Mouzas, S. and Naudé P. (2006) Network pictures: concepts and representations, <i>European Journal of Marketing</i>, 40, 3/4, pp. 408-429.</p>

		<p>Holmen, E. and Pedersen, A.-C. (2003) Strategizing through analyzing and influencing the network horizon. <i>Industrial Marketing Management</i>, 32, 5, pp. 409-418.</p> <p>Henneberg, S., Naude, P. and Mouzas, P. (2010) Sensemaking and management in business networks – some observations, considerations and a research agenda. <i>Industrial Marketing Management</i>, 39, 3, pp. 355-360.</p>
<p>Wednesday May 21</p> <p><b>Asta Salmi</b> Professor, Aalto University School of Business</p>	<p>Actors in global networks;</p> <p>Socio-political and personal networks;</p> <p>(Sustainable) supplier networks</p>	<p>Johanson, J. &amp; Vahlne, J-E. (2009), The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership, <i>Journal of International Business Studies</i>, 40 (9), 1411-1431.</p> <p>Salmi, A. (2000) Entry into turbulent business networks - The case of a Western company on the Estonian market, <i>European Journal of Marketing</i>, 34 (11), 1374 - 1390</p> <p>Jansson, Johanson and Ramström (2007) Institutions and business networks: A comparative analysis of the Chinese, Russian, and West European markets, <i>Industrial Marketing Management</i>, 36 (7), 955–967</p> <p>Ritvala, T. and Salmi, A. (2011) Network mobilizers and target firms: The case of saving the Baltic Sea, <i>Industrial Marketing Management</i>, 40 (6), 887-898.</p> <p>Crespin-Mazet, F. and E. Dontenwill (2012) Sustainable Procurement: Building Legitimacy in the Supply Network, <i>Journal of Purchasing and Supply Management</i>, 18 (4), 207-217.</p> <p>Cruz, L. B. and Boehe, D. M. (2008) CSR in the global marketplace. Towards sustainable global value chains, <i>Management Decision</i>, 46 (8), 1187-1209</p> <p><b>Case:</b> Baltic Sea Case, to be distributed to the participants separately</p>
<p>Thursday May 22</p> <p><b>Enrico Baraldi</b> Professor, University of Uppsala</p>	<p>Innovation and technology management in networks: focusing on resource interactions</p>	<p>Baraldi, E., Gregori, G. L., &amp; Perna, A., 2011, Network evolution and the embedding of complex technical solutions: The case of the Leaf House network, <i>Industrial Marketing Management</i>, Vol. 40, No. 6, pp. 838-852.</p> <p>(Baraldi, E., Gressetvold, E., &amp; Harrison, D., 2012, Resource interaction in inter-organizational networks: Foundations, comparison, and a research agenda, <i>Journal of Business Research</i>, Vol. 65, No. 2, pp. 266-276.)</p> <p>Håkansson, H., 1987, Technological Innovation through Interaction (Chapter 1), and Product Development in Networks (Chapter 3), In: Håkansson, H. (ed.), 1987, <i>Industrial Technological Development – A Network Approach</i>, Croom Helm: London, Sidney, Dover, New Hampshire., <b>only selected pages.</b></p> <p>Håkansson, H., &amp; Snehota, I., 1995, Resource ties, (Chapter 4), In: Håkansson, H., &amp; Snehota, I. (eds.), 1995, <i>Developing Relationships</i></p>

		<p><i>in Business Networks</i>, Routledge: London, <b>only pages 132-147.</b></p> <p>Håkansson, H., &amp; Waluszewski, A., 2002, Path dependence: restricting or facilitating technical development?, <i>Journal of Business Research</i>, Vol. 55, No. 7, pp. 561-570.</p> <p>Håkansson, H., &amp; Waluszewski, A., 2013, A never ending story – Interaction patterns and economic development, <i>Industrial Marketing Management</i>, Vol. 42, No. 3, pp. 443-454.</p> <p>Johnsen, T. E., &amp; Ford, D., 2007, Customer Approaches to Product Development with Suppliers, <i>Industrial Marketing Management</i>, Vol.36, No. 3, pp.300-308.</p> <p>Öberg, C., 2010, Customer Roles in Innovation, <i>International Journal of Innovation Management</i>, Vol. 14, No. 6, pp. 989-1011.</p> <p><b>Cases:</b>  Baraldi, E., 2008, Strategy in Industrial Networks: Experiences from IKEA, <i>California Management Review</i>, Summer 2008, Vol. 50, No. 4, <b>read only pages 99-101 and 104-113.</b></p> <p>Baraldi, E., Edsbyn's Electric Table: a product developed out of business relationships</p>
<p>Friday May 23</p> <p><b>Aino Halinen</b> Professor, Turku School of Economics, University of Turku</p>	<p>Methodology of business network studies;</p> <p>Case research and process research in business networks</p>	<p>Dubois, A and Gibbert, M. (2010) From complexity to transparency: managing the interplay between theory, method and empirical phenomena in IMM case studies. <i>Industrial Marketing Management</i>, 39, (1), 129–136.</p> <p>Piekkari, R., Plakoyiannaki, E., and Welch, C. (2010). 'Good' case research in industrial marketing: insights from research practice. <i>Industrial Marketing Management</i>, 39 (1), 109-117.</p> <p>Halinen, A. and Törnroos, J.-Å. (2005), Using Case Methods in the Study of Contemporary Business Networks. <i>Journal of Business Research</i>, Vol. 58, No. 9, pp.1285-1297.</p> <p>Halinen, A., Medlin, C. J. and Törnroos, J.-Å (2012) Time and process in business network research. <i>Industrial Marketing Management</i>, 41, (2), 215–223.</p> <p>Halinen, A., Törnroos, J.-Å and Elo, M. (2013) Network process analysis: an event-based approach to study business network dynamics. <i>Industrial Marketing Management</i>, 42(8), 1213–1222.</p> <p>Abrahamsen, M. H. Henneberg, S. C. and Naudé, P. (2012) Sensemaking in business networks: Introducing dottograms to analyse network changes, <i>Industrial Marketing Management</i>, Vol 41 (6), 1035-1046.</p> <p>Mainela, T., &amp; Puhakka, V. (2008). Embeddedness and networking as drivers in developing an international joint venture. <i>Scandinavian Journal of Management</i>, 24(1), 17–23.</p>