

Dissertation Seminar
ACHIEVING COMPETITIVE ADVANTAGE

Academic Year: **2017/2018**

Semester: **1st**

Instructor(s): **João Flório**

Max. Number of Students: **5**

Seminar Description:

This seminar is open to students that want to develop their Master Thesis on the topic of Competitive Advantage.

Achieving a competitive advantage (i.e. getting a superior performance) is an increasing difficult task.

The objective of this seminar is to help participating students to develop their knowledge in this area.

The seminar will address the topic in a broad perspective while students are expected to be proactive in choosing narrower and more specific themes for their thesis. Some examples of working area are (but not limited to):

- Resources and Capabilities as the base for Superior Performance
- What drives firms that excel to achieve superior performance in their industry
- The trend of achieving superior performance during shorter periods of time

Seminar Content:

The Seminar comprises group and individual sessions.

In each session, students will be given tasks that need to be fulfilled by the next session.

During the group sessions, students will present their current work and actively provide feedback to the other students work.

Attendance to all sessions is mandatory.

Seminar Objectives:

This seminar main objective is to help students to prepare their MSc Dissertation in the area of Competitive Advantage.

More specific objectives are:

- Review Competitive Advantage literature to help students to choose a specific topic for their dissertation



- Support students in understanding how to do research and on the importance of a good literature review
- Guide students on how to write a dissertation that addresses a specific problem and which conclusions can contribute to their knowledge
- Train students to prepare a final dissertation document and to present their work to other students and to faculty members.

Bibliography / Recommended Textbook(s) / Additional Readings:

- Fisher, Colin 2007, Researching and Writing a Dissertation A Guidebook for Business Students, UK: Prentice Hall (second edition).
- Barney J. 1991. Firm Resources and Sustained Competitive Advantage. Journal of Management 17 (1): 99-120
- Barney J. 2001. Resource-based theories of competitive advantage: A ten-year retrospective on the resource-based view. Journal of Management 27: 643-650
- Teece D., Pisano G., Shuen A. 1997. Dynamic Capabilities and Strategic Management. Strategic Management Journal 18 (7): 509-533
- Barreto I. 2010. Dynamic Capabilities: A Review of Past Research and an Agenda for the Future. Journal of Management 36 (1): 256-280
- Kraaijenbrink J., Spender J., Groen A. 2010. The Resource-Based View: A Review and Assessment of its Critiques. Journal of Management 36 (1): 349-372

Further recommended readings can be defined during the course.
Students are expected to research additional bibliography autonomously.

Contact(s) and Office Hours:

By appointment (joaof.catolica@gmail.com);

Schedule:

Session #1: Group Session – Mid September, time and date TBD
Review Competitive Advantage Topics and Literature
First proposals from the students to be presented for group discussion

Session #2: Group Session – Early October, time and date TBD
Definition of topics and research questions.
Students must present the introduction of their thesis



Session #3: Group Session – Late October, time and date TBD
Literature review, methodology and data collection

Session #4: Group Session – Mid November, time and date TBD
Draft presentation for peers and instructor feedback

Sessions #5: Individual Meeting – Late November, time and date TBD
Progress review and questions

Session #6: Individual Meeting – Mid December, time and date TBD
Update on progress and final discussion

Deadlines:

The full list of dates and deadlines can be consulted [here](#).