Students' Individual Research (SIR)

SIR for the course **"Strategic Management and Management of Changes"** should be done in the form of a presentation (with a speech up to 10-15 minutes) on one of the proposed (or your own) topics.

Suggested theme of the presentation should be selected according to the student's number in the academic group list (or choose your own with obligated previous consideration with lector).

These suggestions are included only to provide your ideas on possible topics. Feel free to invent **your own research question**. General examples of topics:

1. The historical context of strategic management.
2. Strategic approach to management.
3. Management: the relationship between strategic and public.
4. Technologies of strategic management.
5. The essence, concepts, and stages of changes in the organization.
6. Finding the causes of resistance to changes and methods of their overcoming.
7. Change management.
8. Staff management in the process of changes.

Reading list

Required reading:

1. Barriers to organizational change. URL : http://www.torbenrick.eu/blog/change-management/barriers-to-organizational-change
2. Bernard Burnes (2004). Managing Change.
3. Colin A. Carnall (2004). Managing change in organizations. Edinburg Gate.
4. Morgan, J. (2015). The 5 types of organizational structures: Part 1, the hierarchy. www.forbes.com/sites/jacobmorgan/2015/07/06/the-5-types-of-organizational-structures-part-1-the-hierarchy/#4a14c22d3853.
5. Wendell L. (1994). Organization Development and transformation: Managing Effective Change. French.

Supplementary reading:

1. Barnes, S. and Hunt, B. (2001). E-commerce and V-business: Business Models for Global Success. Butterworth-Heinemann: Oxford.
2. Bernd, W. Wirtz (2011). Business Model Management (1st edition). Gabrel Verlag: Germany.
3. Besanko, D., Dranove, D. and Shanley, M. (2000). Economics of Strategy (2nd edition). Wiley: Chichester.

4. Bocij, P., Chaffey, D., Greasely, A. and Hickie, S. (2003). Business Information Systems. Technology, Development and Management (2nd edition). Financial Times Prentice Hall: Harlow.

5. Boddy, D., Boonstra, A. and Kennedy, G. (2001). Managing the Information Revolution. Financial Times/Prentice-Hall: Harlow.

6. Boddy, D. (2002). Management: An Introduction. Prentice-Hall: Harlow.

7. Chaffey, D. and Smith, P. R. (2001). E-marketing excellence: at the heart of e-business. Butterworth-Heinemann: Oxford.

8. Chaffey, E. (2004). E-business and E-Commerce Management (2nd edition). Pearson Educational Publishers.

9. Chen, S. (2001). Strategic Management of e-Business. Wiley and Sons: Chichester.

10. Chircu, A. M. and Kauffman, R. J. (2000). Reintermediation in Business -toBusiness E-Commerce. International Journal of Electronic Commerce, Summer, 4, 4, pp. 7–42.

11. Collins Dictionary of Economics (1993). Harper Collins: Glasgow.

12. Daft, R. L. (2003). Management (6th edition). Thomson: Mason.

13. Dyer, J. H. (1997). Effective Interfirm Collaboration: How Firms Minimize Transaction Costs and Maximize Transaction Value. Strategic Management Journal, 18(7), August, pp. 535–56.

14. Gint, K. (2005). Leading from the front. The Sunday Times: Smarter Business, 6 February, p. 7.

15. Gulati, R. and Garino, J. (2000). Get the Right Mix of Bricks and Clicks. Harvard Business Review, May/June, pp. 107–14.

16. Hansen, W. (1998). The Transition of the Skill Base of the Workforce in Three Service Sectors. A Decade of Change, 1986–96. MERIT: Maastricht.

17. Hardwick, P., Langmead, J. and Khan, B. (1999). An Introduction to Modern Economics (5th edition). Longman: Harlow.

18. Introna, L. D. (2001). Recognizing the limitations of virtual organizations. In E-Commerce and V-Business: Business Models for Global Success (S. Barnes and B. Hunt, eds), pp. 268–79, Butterworth-Heinemann: Oxford.

19. Kalakota, R. and Robinson, M. (2000). E-Business: Roadmap for Success. Addison-Wesley: Reading, MA.

20. Karmakar, N. (2003). Digital Security, Privacy and Law in Cyberspace: A Global Overview. In Proceedings of the International Association for the Development of Information Systems (IADIS), Lisbon, Portugal, 3–6 June, pp. 528–36.

21. May, P. (2000). The Business of E-Commerce: from Corporate Strategy to Technology. Cambridge University Press: Cambridge.

22. McClellan, J. (2004). On the Crest of a Wave. The Guardian, 18 November, p. 24.

23. McDonald, M. (1999). Strategic marketing planning: theory and practice. In The CIM Marketing Handbook (4th edition) (M. Baker, ed.), pp. 116–282, Butterworth-Heinemann: Oxford.

24. O'Brien, J. A. (2002). Management Information Systems: Managing Information Technology in the E-Business Enterprise (5th edition). McGraw-Hill: New York, NY, pp. 128–32.

25. Pavlou, P. A. (2002). Trustworthiness as a Source of Competitive Advantage in Online Auction Markets. In Best Paper Proceedings of the Academy of Management Conference, Denver, Colorado, August 9–14, pp. 9–14. http://www-scf.usc.edu/pavlou/14735.pdf.

26. Porter, M. E. (2001). Strategy and the Internet. Harvard Business Review, March, pp. 63–78.

27. Shu, S. T. and Wong, V. (2001). The use of online focus groups in marketing research: A feasibility study. In Proceedings from the Academy of Marketing Conference, University of Cardiff, Cardiff, 1–4 July, pp. 86–94.

28. Simons, R. (1995). Control in an age of empowerment. Harvard Business Review, 73, pp. 80–8.

29. Sultan, F. (2002). Determinants and Role of Trust in E-Business: A Large Scale Empirical Study. MIT Sloan School of Management Working Paper.

30. Treleaven, P. (2000). E-Business Start-Up: The Complete Guide to launching Your Internet and Digital Enterprise. Kogan Page: London.