

# **Dottorato di Ricerca in Business & Law**

## **XXXIV ciclo**

### **CORSO DI** **Essential Theories** (24 hours, 4 ECTS)

<b>Date</b>	<b>Professor</b>	<b>Topic</b>
3 December 10.30-12.30	Prof. M. Sicilia	Accounting Theories: - Neo-institutional theory and public sector accounting
5 December 10.00-13.00	Prof. D. Andreini	Marketing Theories: - Theory of Reason and Action - Theory of Planned Behavior - Consumer Culture Theory
7 December 14.30-17.30	Prof. G. Pedeliento	Marketing Theories: - Theory of Reason and Action - Theory of planned behavior - Consumer culture theory
10 December 14.30 -17.30	Prof. C. Bettinelli	Management Theories: Agency Theory
18 December 14.30 -17.30	Prof. M. Bergamaschi	Management Theories: Resource Based View
15 January 14.30-16.30	Prof. G. Rusconi	Business Ethics and Stakeholder Theory
17 January 14.30-17.30	Prof. S. Basaglia	Organization Theories: - Neo-institutional theory - Management fashion theory - Diffusion-adoption of managerial innovation
21 January 10.00-12.00	Prof. S. Signori	Accounting Theories: - Theories for Corporate Social Responsibility
23 January 10.00 -13.00	Prof. E. Della Torre	Organization Theories: - Human Capital Theory - Equity Theory