



DISA Seminari

MARCHING TOWARDS 'A BEHAVIORAL THEORY OF THE FIRM

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This paper begins with the observation that the work of James G. March lie in several different disciplinary fields and that he is not an easy scholar to classify. In trying to obtain a foundation for understanding his contributions, I argue that much of his interdisciplinary intellect owes its origin to his years and works at Carnegie Mellon University in the 1950s and early 1960s. There, March worked on projects such as 'Organizations' and 'A Behavioral Theory of the Firm', using different disciplines as they fit. It is through that lens that we must also understand his later contributions. Next, the paper examines the similarities and differences between 'Organizations' and 'A Behavioral Theory of the Firm'. The object in discussing these issues is not to provide a full-fledged history of the early behavioral theory of organization; but rather to set the stage for a larger argument, namely, that each book comprised a distinct set of ideas that have resulted in quite different subsequent developments of behavioral ideas in organization theory

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