

3 Anexo II – Resolução nº 133/2003-CEPE

**UNIVERSIDADE ESTADUAL DO OESTE DO PARANÁ  
PRÓ-REITORIA DE PESQUISA E PÓS-GRADUAÇÃO**

**PLANO DE ENSINO - PERÍODO LETIVO/ANO: 2022/2**

**Programa: MESTRADO PROFISSIONAL EM ADMINISTRAÇÃO**

**Área de Concentração: Competitividade e Sustentabilidade**

**Mestrado (X)                      Doutorado ( )**

**Centro: Ciências Sociais Aplicadas (CCSA)**

**Campus: Cascavel**

**DISCIPLINA**

Código	Nome	Carga horária		
		AT <sup>1</sup>	AP <sup>2</sup>	Total
2346	Innovation for Sustainability	X		30h 02 créditos

(<sup>1</sup> Aula Teórica; <sup>2</sup> Aula Prática)

**Docente: Dra. Elizandra da Silva**

**Ementa**

Recent themes on Innovation for Sustainability (eco-innovation, green innovation, sustainability-driven innovation, responsible innovation for the sustainable development goals). Presentations and discussions of international studies about Innovation for Sustainability. International projects and networks devoted to research on the theme. Research projects, intervention projects, or processes/products projects to promote sustainable development.

**Objetivos**

The course intends to contribute with the development of innovation that could improve sustainability, increasing competitiveness to organizations at local and regional levels. Also, aims to show students the recent research on innovation for sustainability in the world, engaging them to participate in research on the subject. Finally, the course intends to prepare students for graduate mobility and to offer them an opportunity of internationalization at home, using English as a Medium of Instruction.

**Conteúdo Programático**

- 1) Overture and Introductions
- 2) Key Concepts – Innovation for Sustainability
- 3) Sustainability as the key driver of Innovation
- 4) Managing innovation for sustainability
- 5) Case Studies
- 6) Research projects, intervention projects, or processes/products projects for sustainability

## Atividades Práticas – grupos de .... alunos

### Metodologia

English immersion, using methods of ‘EMI – English as Medium of Instruction’.  
Lecture.  
Discussions among the students.  
Interactive activities.  
Group and pair activities.  
Individual presentations.  
Individual essay.

### Avaliação

(critérios, mecanismos, instrumentos e periodicidade)

Individual participation on activities (40 points)  
Individual presentations (30 points)  
Written essay/projects for sustainability (30 points)

### Bibliografia básica

- Bossle, M. B.; Bitencourt, C. C.; Froehlich, C. (2016). Analyzing Eco-Innovation in a Chemical Company. *XL Encontro da Anpad*, Costa do Sauípe, 25 a 28 de setembro.
- Kivimaa, P., Laakso, S., Lonkila, A., Kaljonen, M. (2021). Moving beyond disruptive innovation: A review of disruption in sustainability transitions. *Environmental Innovation and Societal Transitions*, 38, pp. 110-126. Disponível em:  
<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85098523468&doi=10.1016%2fj.eist.2020.12.001&partnerID=40&md5=ef272846dbcbce07fa4769d67430c0740> DOI: 10.1016/j.eist.2020.12.001.
- Mead, Taryn, Sally Jeanrenaud, and John Bessant. (2022). Sustainability Oriented Innovation Narratives: Learning from Nature Inspired Innovation. *Journal of Cleaner Production*, **344**: Journal of Cleaner Production, 2022-04-10. Available on  
<https://www-sciencedirect.ez89.periodicos.capes.gov.br/science/article/pii/S0959652622006151> access at march, 2022.
- Nidumolu, R; Prahalad, C.K.; Rangaswami, M.R. (2009). Why Sustainability Is Now the Key Driver of Innovation. *Harvard Business Review*, Sep. Disponível em  
<https://hbr.org/2009/09/why-sustainability-is-now-the-key-driver-of-innovation> Acesso em junho de 2018.
- Pansera, M; Randles, S. (2016). *Innovation for Sustainability (I4S): final case studies report*. Disponível em <http://www.abis-global.org/projects/i4s> Acesso em junho de 2018.
- Seebode, D.; Jeanrenaud, S; Bessant, J. (2012). Managing innovation for sustainability. *R&D Management*, v.42, n.3.
- The Academy Of Business In Society (ABIS). (2016). *Innovation For Sustainability (I4S): project of the European Commission Marie Skłodowska-Curie Initial Training Network (ITN)*. Disponível em: <https://www.abis-global.org/projects/i4s>. Acesso em junho/2018.

### Bibliografia complementar

Barbieri, J. C.; Vasconcelos, I. F. G.; Andreassi, T.; Vasconcelos, F. C. (2010). Innovation and sustainability: new models and propositions. *Revista de Administração de Empresas - RAE*, v.50, n.2, abr./jun.

Fagerberg, Jan; Mowery, David C.; Nelson, Richard R. (2006). *The Oxford handbook of innovation*. New York: Oxford University Press.


Harrisson, Denis; Klein, Juan-Luis; Browne, Paul L. (2010). Social innovation, social enterprise and services. In: Gallouj, Faïz; Djellal, Faridah. *The handbook of innovation and services: a multi-disciplinary perspective*. Cheltenham/UK: Edward Elgar Publishing Ltd.

Thorp, Holden; Goldstein, Buck. (2010). *Engines of innovation: the entrepreneurial university in the twenty-first century*. Chapel Hill: University of North Carolina Press.

### Docentes

**Dra. Elizandra da Silva**

**Data: 23/08/2022**

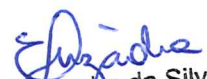
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 ELIZANDRA DA SILVA  
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Assinatura do docente responsável pela disciplina

### Colegiado do Programa (aprovação)

Ata nº 07, de 23 / 08 / 2022


Coordenador: Elizandra da Silva

  
 Elizandra da Silva  
 Coord. do Programa de Pós-Graduação  
 em Administração - PPGA  
 Mestrado Profissional  
 Portaria nº 2148/2018 - GRE

### Conselho de Centro (homologação)

Ata de nº 005, de 20 / 09 / 2022

Diretor de Centro: Delci Grapegia Dal Vesco

  
 Delci Grapegia Dal Vesco  
 Diretora  
 assinatura  
 Centro de Ciências Sociais Aplicadas  
 UNIOESTE - Campus de Cascavel  
 Portaria nº 1746/2020-GRE

Encaminhada cópia à Secretaria Acadêmica em: / / .

Nome/assinatura