

**Universidade Nove de Julho - UNINOVE**  
**Programa de Pós-Graduação em Gestão de Projetos - PPGP**

<b>Disciplina</b>	COMPORTAMENTO EM PROJETOS
<b>Créditos/Carga</b>	4/ 60 h

<b>Ementa</b>
<p>Psicologia Social, Psicologia Cognitiva e Economia Comportamental: conceitos, fundamentação teórica e aplicações em projetos. Teoria do Comportamento Planejado, Foco Regulatório, Distanciamento Psicológico, Liderança, Envolvimento, Heurísticas e Vieses Cognitivos e Nudges. Características pessoais, contexto, estímulos e processo decisório.</p>

<b>Referências Bibliográficas</b>
<p>Aga, Deribe Assefa (2016): Transactional Leadership and Project Success: The Moderating Role of Goal Clarity. Em: <i>Procedia Computer Science</i> 100, pág. 517–525. DOI: 10.1016/j.procs.2016.09.190. Ajzen, Icek (2011): The theory of planned behaviour: reactions and reflections: <i>Psychology &amp; health</i> 26 (9), pág. 1113–1127. DOI: 10.1080/08870446.2011.613995. Ajzen, Icek (2012): Martin Fishbein's Legacy: The ANNALS of the American Academy of Political and Social Science 640 (1), pág. 11–27. DOI: 10.1177/0002716211423363. Bahadorestani, Amir; Naderpajouh, Nader; Sadiq, Rehan (2020): Planning for sustainable stakeholder engagement based on the assessment of conflicting interests in projects. <i>Journal of Cleaner Production</i> 242, pág. 118402. DOI: 10.1016/j.jclepro.2019.118402. Beersma, Bianca; Homan, Astrid C.; van Kleef, Gerben A.; Dreu, Carsten K.W. de (2013): Outcome interdependence shapes the effects of prevention focus on team processes and performance. <i>Organizational Behavior and Human Decision Processes</i> 121 (2), pág. 194–203. DOI: 10.1016/j.obhdp.2013.02.003. Benartzi, Shlomo; Beshears, John; Milkman, Katherine L.; Sunstein, Cass R.; Thaler, Richard H.; Shankar, Maya et al. (2017): Should Governments Invest More in Nudging? : <i>Psychological science</i> 28 (8), pág. 1041–1055. DOI: 10.1177/0956797617702501. Brighton, Henry; Gigerenzer, Gerd (2015): The bias bias.: <i>Journal of Business Research</i> 68 (8), pág. 1772–1784. DOI: 10.1016/j.jbusres.2015.01.061. Ekrot, Bastian; Rank, Johannes; Gemünden, Hans Georg (2016): Antecedents of project managers' voice behavior: The moderating effect of organization-based self-esteem and affective organizational commitment.: <i>International Journal of Project Management</i> 34 (6), pág. 1028–1042. DOI: 10.1016/j.ijproman.2015.10.011. Haselton, Martie G.; Bryant, Gregory A.; Wilke, Andreas; Frederick, David A.; Galperin, Andrew; Frankenhuis, Willem E.; Moore, Tyler (2009): Adaptive Rationality: An Evolutionary Perspective on Cognitive Bias.: <i>Social Cognition</i> 27 (5), pág. 733–763. DOI: 10.1521/soco.2009.27.5.733. Hilbert, Martin (2012): Toward a synthesis of cognitive biases: how noisy information processing can bias human decision making.: <i>Psychological bulletin</i> 138 (2), pág. 211–237. DOI: 10.1037/a0025940. Lai, Chia-Yu; Hsu, Jack Shih-Chieh; Li, Yuzhu (2018): Leadership, regulatory focus and information systems development project team performance.: <i>International Journal of Project Management</i> 36 (3), pág. 566–582. DOI: 10.1016/j.ijproman.2017.11.001. Lanaj, Klodiana; Chang, Chu-Hsiang Daisy; Johnson, Russell E. (2012): Regulatory focus and work-related outcomes: a review and meta-analysis.: <i>Psychological bulletin</i> 138 (5), pág. 998–1034. DOI: 10.1037/a0027723. Laran, Juliano; Janiszewski, Chris (2011): Work or Fun? How Task Construal and Completion Influence Regulatory Behavior: <i>Journal of Consumer Research</i> 37 (6), pág. 967–983. DOI: 10.1086/656576. Liedtka, Jeanne (2015a): Perspective: Linking Design Thinking with Innovation Outcomes through Cognitive Bias Reduction.: <i>J Prod Innov Manag</i> 32 (6), pág. 925–938. DOI: 10.1111/jpim.12163. Luu, Tuan Trong (2020): Linking authentic leadership to salespeople's service performance: The roles of job crafting and</p>



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