



**Universität  
Zürich** UZH

# **Forschungsseminar Lehrstuhl Scherer**

FS 2019

Robin Schnider



## Typical structure of a bachelor/master thesis (1/2)

1. Front page (theme/title for your work, field of study, institute and professor, your name/address/email/phone/Mat. Nr., submission date)
2. Abstract, Table of Contents, List of Figures/Tables, Abbreviations
3. **Text body** (Introduction, ...)
4. References (containing all references used in the text in alphabetical order)
5. Appendices
6. Statutory Declaration (“Eidesstattliche Erklärung”)

60 (bachelor) or 80 (master) pages text (without front page, references, content table, etc.), font: Times New Roman, space 1.5 between lines, font size 12 pt, leave enough margins (3 cm left/right, 2.5 cm top/bottom)

For formalia, please also view our webpage:  
<http://www.business.uzh.ch/de/professorships/as/themenliste.html>



## Typical structure of a bachelor/master thesis (2/2)

### 3. Text body

1. Introduction
  - Point out gap & formulate research question
  - Extract your problem clearly: What is the paper about?
  - Formulate the goal precisely: What do I want to achieve with the paper?
2. Literature review
  - Discuss existing research that is relevant for your paper
3. Method [empirical papers only]
  - Present data and how you collected & analyzed themTheoretical framework [theoretical papers only]
  - Applying a new perspective to the problem (maybe use a case if applicable)
4. Your contribution [“Findings” in empirical papers]
  - Present the contribution of your paper
5. Discussion and conclusion
  - Reflect on your contribution in light of existing research



## What makes a good bachelor/master thesis?

Not so good theses...	Better theses in turn...
Just repeat what is already known	Dare to go beyond what is already known, show courage with regard to transfer, critical reflection or one's own contribution
Remain bound to the already proposed literature of the expose	Go beyond given literature and try to a certain extent connect literature in a new way
Let results speak for themselves	Connect results to existing literature, show the contribution of the paper
Do not connect the different text modules/chapters	Connect arguments and show the relevance for the research question. Make the structure of the argumentation transparent
Contain undocumented or unproven claims	Document or prove their statements by providing good arguments, examples, quotes or references
Only occasionally pay attention to the formatting guidelines	Take the formal requirements seriously
Shed away from theories	Dare to make new theoretical claims to a certain degree



## How to find relevant literature

### Exemplary approach

1. Look for Handbooks of the topic in library
2. Search a recent contribution to the topic (e.g., by searching for keywords such as „responsible leadership“, „transformative leadership“, oder „CSR“ und „leadership“)
3. Take a renowned journal or look for a review article (keywords: Meta-Analysis or Review)
4. Take a article as a starting point for further research by either looking at the cited literature in the reference list or in the introduction.

(Handbooks and books for general introduction into the theme can be found in the university library or are available at the Chair of Prof. Scherer or in the main library)



## How to find relevant literature

Main electronic resources:

- Look directly for electronic journals (via webpage of institute)
- EBSCO (Business Source Premier)
- ISI Web of Knowledge (isiknowledge.com/) (also provides a ranking of journals)
- JSTOR
- Google Scholar (<https://scholar.google.ch/>)

Library links:

- <http://www.nebis.ch/>
- [http://aleph.unisg.ch/F?func=file&file\\_name=find-b](http://aleph.unisg.ch/F?func=file&file_name=find-b)

Library tours:

<https://www.zb.uzh.ch/benutzung/fuehrungen/zbkennnenlernen/index.html.de>



## Institut für Betriebswirtschaftslehre

Institut • Forschung • Studium • Intranet

Über uns

Personen

Institutsdirektion

Advisory Board

Lageplan

**Bibliothek**

Recherche

Pflichtlektüre HS 2018

Anschaffungsvorschlag

Sammlung Geschäfts- und  
Jahresberichte

Dienstleistungen für das Institut

Merlin/ZORA

Allgemeine Informationen

Informatik

News & Media

Jobs

## Bibliothek für Betriebswirtschaft



### Bibliotheks-Konto erstellen:

Einschreibeformular  
und/oder in der Bibliothek  
vorbeikommen!  
ZB und IDS-Ausweise sind ebenfalls  
gültig.

### Skriptverkauf

#### Banking and Finance I (L+E)

Modulnr.: AOEC0030  
Fr 15.- bar oder TWINT

#### BWL I Grundlagen des Management

Ergänzende Unterlagen zur Vorlesung  
Fr. 20.- bar oder TWINT

### Adresse und Öffnungszeiten

Bibliothek für Betriebswirtschaft, BfB  
Plattenstr. 14  
CH-8032 Zürich

→ [Lageplan](#)

Tel. Ausleihe 044 / 634 29 78

Fax 044 / 634 49 95

→ [bfb@business.uzh.ch](mailto:bfb@business.uzh.ch)

→ [Öffnungszeiten und aussergewöhnliche  
Schliessungen](#)

### Literatur suchen

➔ [Rechercheportal UZH/ZB](#)

➔ [E-Books UZH](#)

➔ [EbookCentral](#)

➔ [Swissbib](#)

➔ [Elektronische  
Zeitschriftenbibliothek](#)

➔ [BrowZine](#)

➔ [ZORA \(Open Repository UZH\)](#)

BÜCHERVERKAUF  
IN DER BIBLIOTHEK





Scherer Toward a Political Conception of Corporate Responsibility



Scholar

Artikel

Meine Bibliothek

Beliebige Zeit

Seit 2017

Seit 2016

Seit 2013

Zeitraum wählen...

Nach Relevanz sortieren

Nach Datum sortieren

Beliebige Sprache

Seiten auf Deutsch

Patente einschließen

Zitate einschließen

**Toward a political conception of corporate responsibility: Business and society seen from a Habermasian perspective**

[AG Scherer](#), [G Palazzo](#) - *Academy of management review*, 2007 - [amr.aom.org](#)

Abstract We review two important schools within business and society research, which we label positivist and postpositivist corporate social responsibility (CSR). The former is criticized because of its instrumentalism and normative vacuity and the latter because of its relativism, foundationalism, and utopianism. We propose a new approach, based on Jürgen Habermas's theory of democracy, and we define the new role of the business firm as a ...

Zitiert von: 1087 Ähnliche Artikel Alle 16 Versionen Zitieren Speichern Mehr

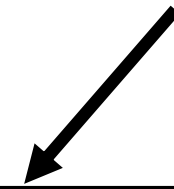
Bestes Ergebnis für diese Suche Alle Ergebnisse

[Über Google Scholar](#)

[Datenschutzerklärung](#)

[Nutzungsbedin](#)

[PDF] [jstor.org](#)  
[SFX UZH Fulltext](#)



Use UZH VPN to get access to journal articles and SFX services.

University of Zurich Hauptbibliothek Zentralbibliothek Zürich Kantons-, Stadt und Universitätsbibliothek

**SFX Services for this record**

**Title:** Long-lasting immunity by early infection of maternal-antibody-protected infants.  
**Source:** European journal of immunology [0014-2980] Navarini yr:2010 vol:40 iss:1 pg:113-116

**Main Services**

**Full Text**  
 Full text provided by University of Zurich via **Wiley Interscience**  
 Year:  Volume:  Issue:  Start Page:  **GO**

**Cited Journal**  
 Impact Factor Information via **Journal Citation Reports (JCR)** **GO**

**Holding information**  
 Holdings in: **IDS library network**  
 **GO**

**ILL**  
 Order copy via Hauptbibliothek Universität Zürich using **this form** **GO**

**Contact**  
 Contact Hauptbibliothek Universität Zürich using **Feedback Form** **GO**

**Additional Services** 8





# Literature research

New Search Publications Company Profiles Thesaurus More ▾

Sign In Folder Preferences Languages ▾ Help



Searching: **Business Source Premier** | [Choose Databases](#)

Suggest Subject Terms

**Select a Field (optional)** ▾ **Search**

AND ▾  **Select a Field (optional)** ▾ [Clear](#) ?

AND ▾  **Select a Field (optional)** ▾ [+](#) [-](#)

[Basic Search](#) [Advanced Search](#) [Search History](#)

UZH Hauptbibliothek /  
Zentralbibliothek Zürich

## Search Options

Reset

### Search Modes and Expanders

#### Search modes ?

- Exact phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

#### Apply related words

#### Also search within the full text of the articles

#### Apply equivalent subjects

### Limit your results

#### Full Text

#### Scholarly (Peer Reviewed) Journals

#### Publication

#### Document Type

All

Article

#### References Available

#### Published Date

Month ▾ Year:  - Month ▾ Year:

#### Publication Type

All

Academic Journal

Periodical

Trade Publication

#### Number Of Pages

All ▾



## Important journals in business administration and management are (among others):

Academy of Management Annals (AMA)

Academy of Management Journal (AMJ)

Academy of Management Review (AMR)

Administrative Science Quarterly (ASQ)

Business Ethics Quarterly (BEQ)

Human Relations

Journal of Business Ethics (JoBE)

Journal of Management Inquiry

Journal of Management Studies (JMS)

Management Communication Quarterly (MCQ)

Organization

Organization Science

Organization Studies

Strategic Organization



## Citation tools

Zotero (free, <https://www.zotero.org/>)

Mendeley (free, <https://www.mendeley.com/>)

Citavi (free, <http://www.id.uzh.ch/de/dl/sw/angebote/lit/citavi.html>)

Endnote (costly)

Recommended citation style: *American Psychological Association* (APA)



## What makes a good presentation in this seminar?

### Content

- How far along is your thesis?
- What is the problem? What is the research question? Which goal does your thesis have?
- Which literature are you addressing?
- What methodology are you using?
- Do you have first (preliminary) results?
- How do you contribute to the existing literature?
- What are the open questions?

### Structure

- Length: 20-25 min., 2 min. „Murmel-Pause“, then 20 min. discussion
- Limit number of slides! ( Plan approx. 2 min. per slide)
- Restrict the slide text! Rather explain orally your arguments.
- Please give references in the slides (e.g., Scherer & Palazzo, 2011)
- Note down our feedback!