Universität Zürich[UZH]

Forschungsseminar Lehrstuhl Scherer

HS 2022

Dr. 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

For current procedures for registration and submission, see:
https://www.oec.uzh.ch/en/studies/general/theses.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 them

   Theoretical 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 an 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 (https://search.ebscohost.com/login.asp?profile=ehost&defaultdb=buh)
- ISI Web of Knowledge (https://www.webofscience.com/wos/alldb/basic-search) (also provides a ranking of journals)
- JSTOR (https://www.jstor.org/)
- Google Scholar (https://scholar.google.ch/)

Library links:

- https://swisscovery.slsp.ch/
- https://aleph.sg.ch/

Library tours:
https://www.zb.uzh.ch/de/services/schulungen-und-fuhrungen

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https://www.business.uzh.ch/de/institut/library.html

Institut für Betriebswirtschaftslehre

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Universitätsbibliothek Zürich, Betriebswirtschaft

Alles über den Standort UB Betriebswirtschaft finden Sie unter:

→ https://www.ub.uzh.ch/de/ub-besuchen/standorte/betriebswirtschaft.html

Alle Informationen zur Universitätsbibliothek finden Sie unter: → www.ub.uzh.ch

Spezifische Fachinformationen finden Sie hier für die

→ Wirtschaftswissenschaften

Informationen zu Suche, Ausleihe, Dokumentenlieferdienst finden Sie unter: Literatur suchen und nutzen

→ www.ub.uzh.ch/ de/literatur-suchen-nutzen.html.

Informationen zur Wissensorganisation, Open Access und Data services finden Sie unter: Wissenschaftlich arbeiten

→ www.ub.uzh.ch/de/wissenschaftlich-arbeiten.html

Bibliothek

der Universität Zürich

Literatur suchen und nutzen • Forschen und Publizieren • UB besuchen • **Unterstützung erhalten** • Über die UB • UBlog

- Fachliche Unterstützung
  - Wirtschaftswissenschaften
    - Datenbanken
    - Spezialdatenbanken
    - E-Books
    - E-Journals
    - Wissenschaftliche Suchmaschinen
    - Pflichtlektüre
    - Semesterapparate
    - Lehrbuchsammlungen
- Audiovisuelle Unterstützung
- Kursübersicht
- Lehrveranstaltungen
- Coffee Lectures
- Lunch & Learn Open Science
- Tutorials
- Fachberatung buchen
- Beratung zu AV-Produktion buchen

Wirtschaftswissenschaften

Informationsquellen
- → Datenbanken
- → Spezialdatenbanken
- → E-books
- → E-Journals
- → Wissenschaftliche Suchmaschinen

Speziell fürs Studium
- → Pflichtlektüre
- → Semesterapperate
- → Lehrbuchsammlungen

Schreiben & Publizieren
- → Mit Literatur arbeiten
- → Mit Daten arbeiten
- → Publizieren

Beratung und Kurse
- → Beratung buchen
- → Kurse

Google 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

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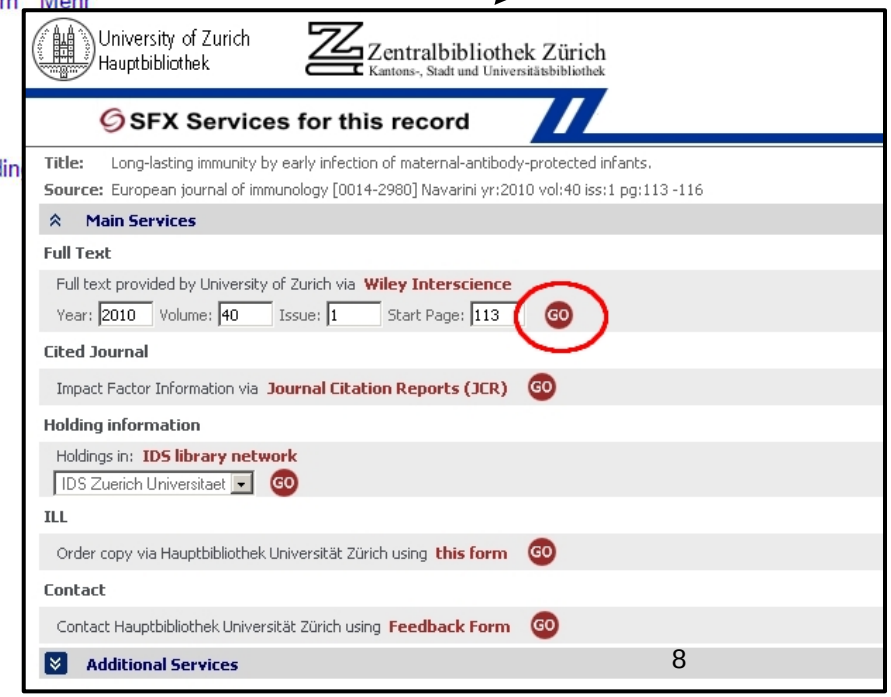
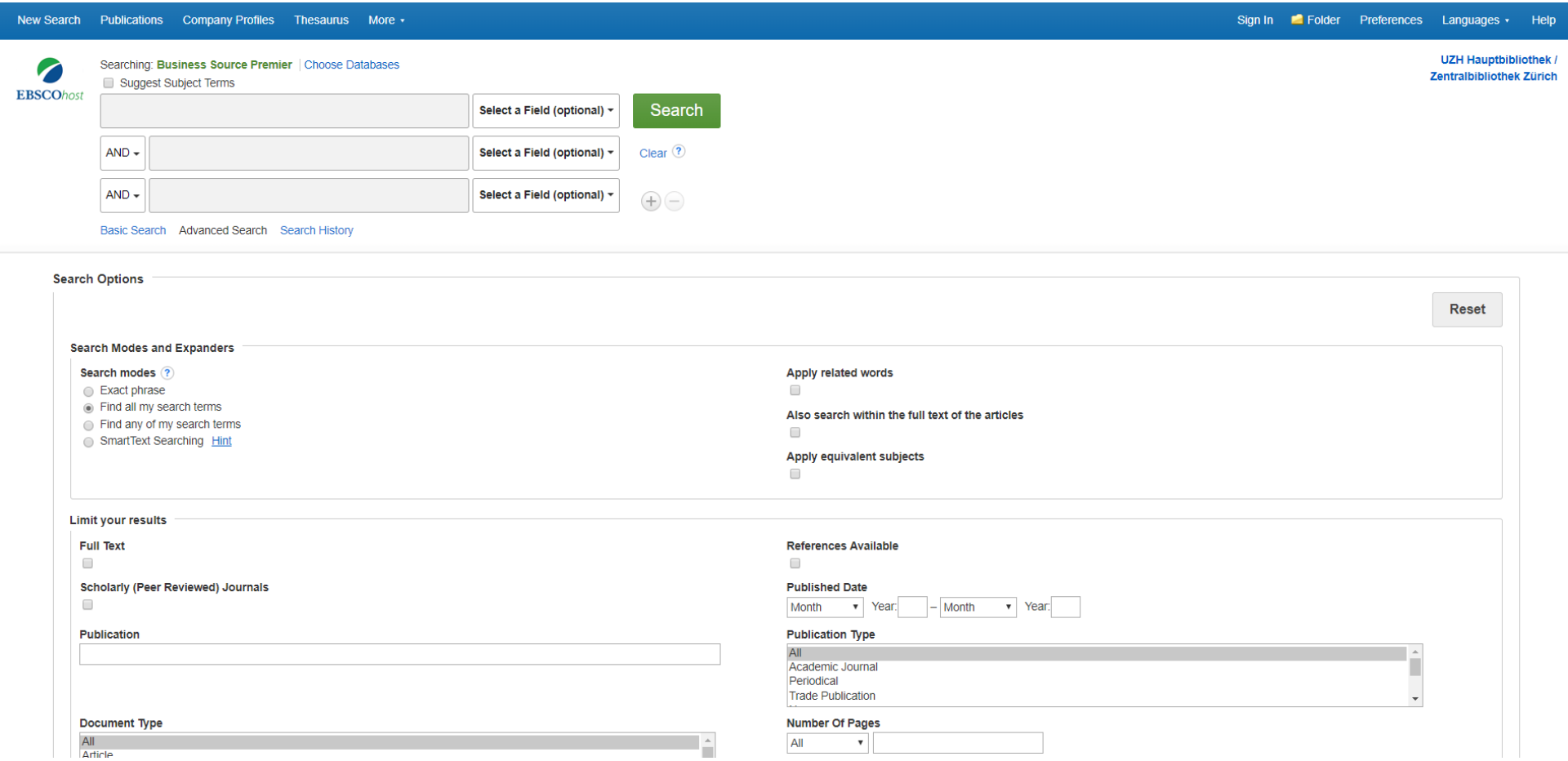
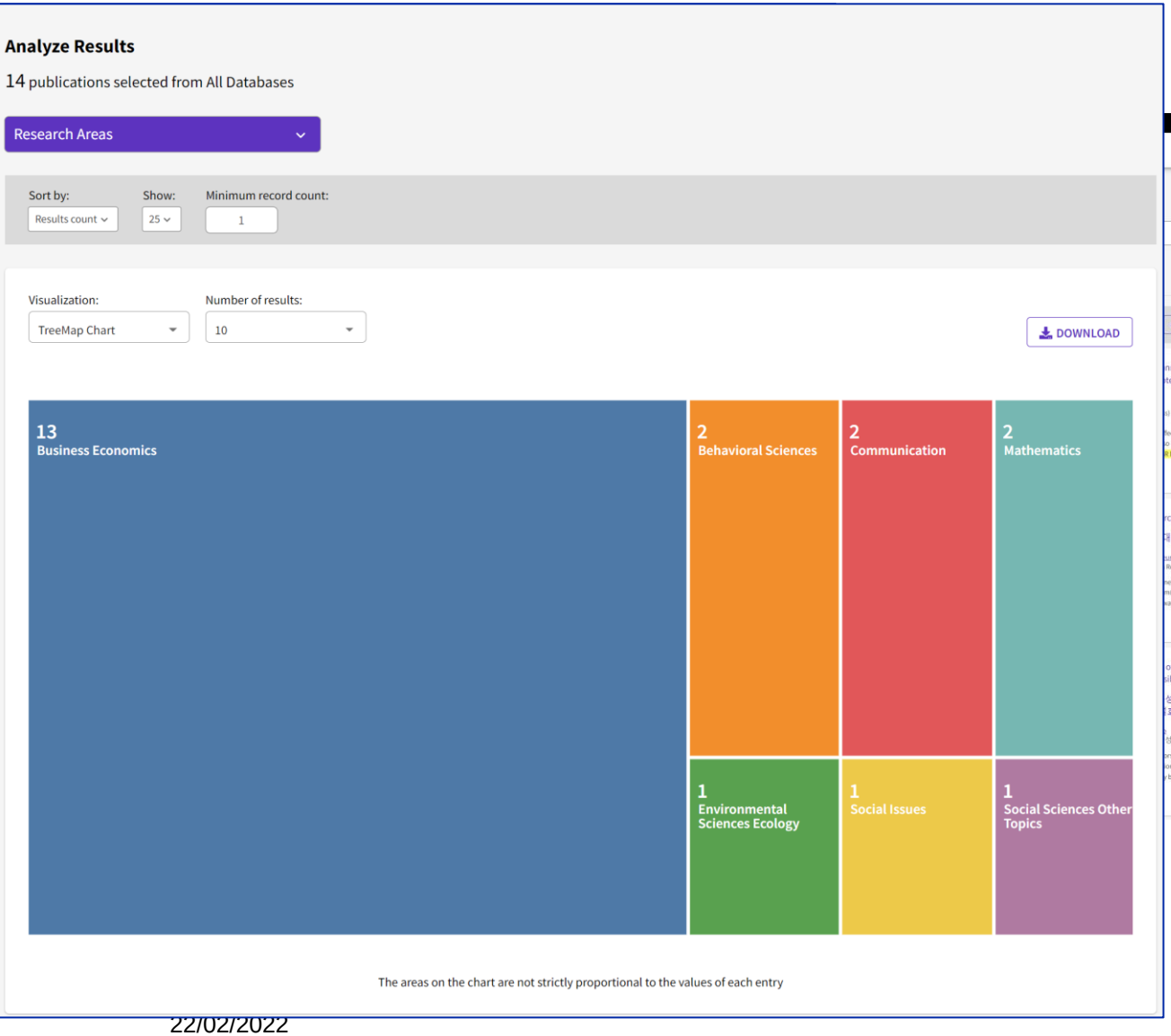
SFX UZH Fulltext



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

Literature research




Analyze Results
14 publications selected from All Databases
Research Areas
Sort by:
Results count
Show:
25
Minimum record count:
1
Visualization:
TreeMap Chart
Number of results:
10
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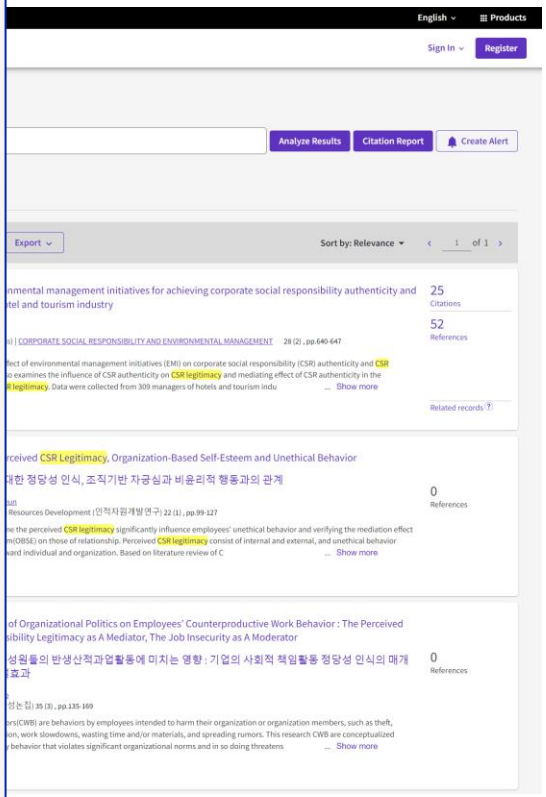
13
Business Economics
2
Behavioral Sciences
2
Communication
2
Mathematics
1
Environmental Sciences Ecology
1
Social Issues
1
Social Sciences Other Topics
The areas on the chart are not strictly proportional to the values of each entry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Export
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25
Citations
52
References
0
References
0
References

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, https://www.zi.uzh.ch/de/students/software-elearning/campussoft/Licensing-Citavi.html)

Endnote (costly)

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

New: Plagiarism check with “Turnitin Similarity”

1. Use this link: https://turnitin.uzh.ch
2. Login via AAI.
3. Upload your document.
4. Check your document and discuss the results with your supervisor.

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!