



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 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 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-fuehrungen>



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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](http://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

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Fachliche Unterstützung

Wirtschaftswissenschaften

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- Wissenschaftliche Suchmaschinen
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- Coffee Lectures
- Lunch & Learn Open Science
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- Fachberatung buchen
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Wirtschaftswissenschaften

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Schreiben & Publizieren

- Mit Literatur arbeiten
- Mit Daten arbeiten
- Publizieren

Beratung und Kurse

- Beratung buchen
- Kurse

Speziell fürs Studium

- Pflichtlektüre
- Semesterapparate
- Lehrbuchsammlungen



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 ...

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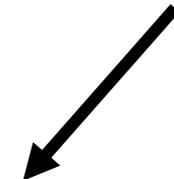
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Full Text

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 ▾



Lehrstuhl für Grundlagen der BWL und Theorien der Unternehmung

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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Environmental management initiatives for achieving corporate social responsibility authenticity and hotel and tourism industry
25 Citations
52 References

ENVIRONMENTAL MANAGEMENT INITIATIVES FOR ACHIEVING CORPORATE SOCIAL RESPONSIBILITY AUTHENTICITY AND HOTEL AND TOURISM INDUSTRY | CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENTAL MANAGEMENT 28 (2) , pp.640-647

Effect of environmental management initiatives (EMI) on corporate social responsibility (CSR) authenticity and CSR legitimacy examines the influence of CSR authenticity on CSR legitimacy and mediating effect of CSR authenticity in the CSR legitimacy. Data were collected from 309 managers of hotels and tourism industry. ... Show more

Related records (?)

Perceived CSR Legitimacy, Organization-Based Self-Esteem and Unethical Behavior
0 References

대한 정당성 인식, 조직기반 자긍심과 비윤리적 행동과의 관계
Resources Development (인적자원개발연구) 22 (1) , pp.99-127

How the perceived CSR legitimacy significantly influence employees' unethical behavior and verifying the mediation effect of (OBSSE) on those of relationship. Perceived CSR legitimacy consist of internal and external, and unethical behavior toward individual and organization. Based on literature review of C ... Show more

of Organizational Politics on Employees' Counterproductive Work Behavior: The Perceived Ability Legitimacy as A Mediator, The Job Insecurity as A Moderator
0 References

성원들의 반생산적과업활동에 미치는 영향: 기업의 사회적 책임활동 정당성 인식의 매개 효과
인간심리 35 (3) , pp.135-169

Counterproductive Work Behaviors (CWBs) are behaviors by employees intended to harm their organization or organization members, such as theft, work slowdowns, wasting time and/or materials, and spreading rumors. This research CWB are conceptualized behavior that violates significant organizational norms and in so doing threatens ... Show more



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)***



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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!