Forschungsseminar
Lehrstuhl Scherer

FS 2017

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

1. Front page (theme/title for your work, your name, your address and Mat. Nr., 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 (2.5 cm on each side)

For formalia, please also view our webpage (via short link): [http://tinyurl.com/q8lyzwc](http://tinyurl.com/q8lyzwc)
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?

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

Library tours:
https://www.zb.uzh.ch/benutzung/fuehrungen/zbkennenlernen/index.html.de
Scherer Toward a Political Conception of Corporate Responsibility

**Article**

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

**Authors:** AG Scherer, G Palazzo

**Source:** 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...

**Zitation:** von: 1087 Ähnliche Artikel Alle 16 Versionen Zitieren Speichern Mehr

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

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)
Mendeley (free)
Endnote (costly)

Recommended citation style: *American Psychological Association* (APA)
What makes a good presentation in this seminar?

<table>
<thead>
<tr>
<th>Content</th>
<th>Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>• How far along is your thesis?</td>
<td>• Length: 20-25 min., 2 min. „Murmel-Pause“, then 20 min. discussion</td>
</tr>
<tr>
<td>• What is the problem? What is the research question? Which goal does your thesis have?</td>
<td></td>
</tr>
<tr>
<td>• Which literature are you addressing?</td>
<td>• Limit number of slides! (Plan approx. 2 min. per slide)</td>
</tr>
<tr>
<td>• What methodology are you using?</td>
<td>• Restrict the slide text! Rather explain orally your arguments.</td>
</tr>
<tr>
<td>• Do you have first (preliminary) results?</td>
<td>• Please give references in the slides (e.g., Scherer &amp; Palazzo, 2011)</td>
</tr>
<tr>
<td>• How do you contribute to the existing literature?</td>
<td>• Note down our feedback!</td>
</tr>
<tr>
<td>• What are the open questions?</td>
<td></td>
</tr>
</tbody>
</table>