



**Universität
Zürich** ^{UZH}

Forschungsseminar Lehrstuhl Scherer

FS 2021

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>



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

Library tours:

<https://www.zb.uzh.ch/de/services/schulungen-und-fuehrungen>



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Universität Zürich
Bibliothek für Betriebswirtschaft, UBFB
Plattenstrasse 14
CH-8032 Zürich

Literatur suchen

➔ Rechercheportal UZH/ZB
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(Modul: [AOEC0032](#))
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Scherer Toward a Political Conception of Corporate Responsibility



Scholar

Artikel

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Seit 2017

Seit 2016

Seit 2013

Zeitraum wählen...

Nach Relevanz

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Beliebige Sprache

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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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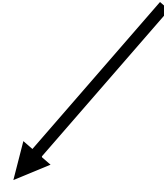
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Publication

Document Type

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Article

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Published Date

Month ▾ Year: - Month ▾ Year:

Publication Type

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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., 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!