

# Bachelor & Master Theses

## Information Session

09. April 2024

**Chair of HRM and Leadership**  
Department of Business Administration

<https://www.business.uzh.ch/en/research/professorships/hrmlead.html>

# Agenda

1. Presentation of the Chair of Human Resource Management and Leadership
2. The scientific process
3. Organization of the BA-/MA-Thesis
4. Presentation of supervised research ideas
5. Questions

# Presentation of the Chair of Human Resource Management and Leadership

# Presentation of the Chair

The Chair of Human Resource Management and Leadership is part of the Department of Business Administration within the Faculty of Business, Economics and Information Technology.

Important questions driving our work:

- What is the difference between effective and ineffective leadership?
- What factors lead to charisma?
- What motivates people to expend effort at work?
- How can people work together in ways that facilitate task accomplishment and high performance?
- What is the skill set employees need in the 21st century?

# Presentation of the Chair

In our research,

- We focus on the social dynamics between leaders and followers and on the role of emotions, motivation, and digitalization in organizational life.
- We employ primarily **quantitative methods** and conduct **carefully controlled experiments** as well as **field and archival studies** in organizations.

# Presentation of the Chair



Prof. Jochen Menges



Prof. Lauren Howe



Lissette Cabrera

# Presentation of the Chair



Incoming Post-Doc



Dr. Jennifer Sparr



Dr. Mary Hausfeld



Dr. Anand van Zelder



Incoming PhD



Incoming PhD



Vera Hampel



Florence Bernays

# The Scientific Process



# What is scientific work?

- The answering of a research question using theories or empirical data.
- Report the results in a written manuscript, following strong rules and norms:
  - Formatting
  - Contribution
  - Literature review
  - Methods
  - Discussion
  - Limitations

# Learning outcomes

## **Bachelor thesis (18 ECTS):**

- Understand the difference between various sources of information and knowledge (e.g., Wiki, newspaper, academic journals, textbooks)
- Learn how to conduct an empirical study (but no necessity to collect primary data)
- Learn how to work with the academic literature
- Learn to write clearly in an academic style
- Learn how to develop a contribution
- Learn how to manage time, work autonomously, and integrate suggestions and feedback received

# Learning outcomes

## **Master thesis (30 ECTS):**

- Learn how to collect and analyze primary data
- Learn how to develop strong conceptual arguments and reflect on the limitations of the work
- Learn to write an academic article
- Learn how to relate the contribution to the existing literature
- Learn how to engage in collaborative work with your advisor

# Organization of the BA-/MA- Thesis

# Organization of Thesis

## Deadline to apply:

16.04.2024. by end of day

Decisions sent by 26.04.2024

## Thesis start:

Earliest 01.06.2024

Ideally September 2024

## Submission deadline:

<https://www.oec.uzh.ch/en/studies/graduation/degree-deadlines.html>

# Organization of Thesis

## Basic requirements:

- **Attend courses led by our Chair** of Human Resources and Leadership
  - Bachelor: HRM and Organizational Behavior | Emotions and Moods
  - Master: Leadership Lecture | Leadership Research Seminar | The Emotionally Intelligent Organization | UZH Innovathon: Building a Human-Centered Future of Work | People Innovation Mindset: Building a Human-Centered Ecosystem
  - CEO Lecture Series
- Participate in the **Information Session**
- Write the thesis in **English**

# Organization of Thesis

## Application documents:

- **Qualtrics Survey:** [https://uzhwwf.qualtrics.com/jfe/form/SV\\_a639uKlmtb3vjZY](https://uzhwwf.qualtrics.com/jfe/form/SV_a639uKlmtb3vjZY)
- **Transcript of University grades**
- **CV**
- **Cover letter (optional):** Explain your motivation and the topics you would be interested in pursuing (it is recommended to have more than one; if so, rank order them clearly)

Please submit your application by the end of the day 16.04.2024

# Organization of Thesis

- We will review applications within 14 days after the deadline. Selected candidates will be assigned to one adviser.
- Once “teams” are formed, selected candidates will contact their adviser to organize a meeting to discuss the general direction of their thesis.
- Following this introductory meeting, the student will prepare and informally present an introductory report to settle the research question(s) and the general direction of the thesis:
  - If the report is approved, the candidate can proceed.
  - If the report is not accepted, the candidate has to modify/correct/improve the introductory report.



# Introductory report

The introductory report will contain:

- A preliminary title
- An introduction to the topic and some potential hypotheses (about 3 pages long)
- A basic organization of sections
- A calendar with different goals and steps for the thesis
- A reference list

# Organization of Thesis

Once the short report has been approved, you will:

- Register your thesis at the Dean's office (performed through OLAT)
- Have 6 months to write your thesis from the official start date
- Meet your advisor **at least once** (after 2-3 months) but generally more frequently (about 7-8 times on average)
- Submit your work when it is finished
- Revise your thesis to incorporate any feedback received
- Submit the final version of your thesis via OLAT & receive your grade (within 4 weeks after the final submission)

# Evaluation of Thesis

We will evaluate the thesis on the following criteria:

- Clear structure & quality of writing
- Breadth and depth of the literature review
- Quality of data collection and analysis (Master students; Bachelor students only if applicable)
- Relevance and strength of novel ideas or contribution
- Dedication to the project & quality of collaboration

**Beware of plagiarism:** Reference the origin of your work, including disclosing use of AI assistance

# Presentation of supervised research ideas

# Prof. Lauren Howe (also supervised by incoming PhD and Post-Doc)

## TOPIC 1

What do emotionally intelligent spaces look like in the workplace?

References: *Bacevice et al. (2020)*; *Spreitzer et al., (2019)*

## TOPIC 2

What flaws do leaders disclose at work, and what are their experiences with flaw disclosure?

References: *Gibson et al. (2018)*; *Jiang et al. (2022)*

## TOPIC 3

What happens to followers when leaders disclose flaws at work?

References: *Gibson et al. (2018)*; *Jiang et al. (2022)*

# Dr. Mary Hausfeld

## TOPIC 1

**Leader experiences of guilt:** Developing a taxonomy of the guilt leaders experience at & about work

**Project Start:** early Fall 2024

**Profile:** Master (2+ openings)

**Method:** Qualitative – Interviews  
+  
Quantitative – Follow up surveys

References: *Tracy & Robins (2004),  
Schaumberg & Flynn (2012)*

## TOPIC 2

**Is guilt the cost of success?** Employed mothers' experiences of guilt and identity conflict at work.

**Project Start:** late summer 2024

**Profile:** Master

**Method:** Quantitative Diary Study  
+  
Opportunity to develop qualitative intervention

References: *Calarco et al. (2021), Ladge and Greenberg (2015), Borelli et al. (2017)*

## TOPIC 3

**It's how I look, not what I do:** Evaluations of women & non-white leader behavior

**Project Start:** November 2024

**Profile:** Bachelor / Master

**Method:** Quantitative –  
Experimental Vignette  
Methodology (EVM)

References: *Heilman et al., 2019;  
Rossette et al., 2016*

# Dr. Anand van Zelderen

## TOPIC 1

### Examining the human impact of generative AI solutions at work

**Project Start:** September 2024 – November 2024

**Profile:** Bachelor & Master

**Method:** Online field experiment  
(Quantitative)

**Availability:** Team of max. 3\*

**Opportunity:** Design novel research questions that tackle real and current organizational problems.

## TOPIC 2

### Evaluating Emotionally Intelligent AI systems at the workplace

**Project Start:** November 2024 – January 2025

**Profile:** Bachelor & Master

**Method:** Mixed Reality Study at organizations  
(Quantitative & Qualitative)

**Availability:** Team of max. 4\*

**Opportunity:** Learn to customize AI, operate Mixed Reality equipment, and visit organizations with the team for data collection.

*\*you can apply independently or together with your fellow student(s)*

# Dr. Anand van Zelderen (Topic 2 continued)





# Florence Bernays

## TOPIC 1

What makes us feel appreciated for who we are?

### **Project Start:**

September 2024

### **Method:**

Quantitative research study OR qualitative interviews

### **Availability:**

Team of max. 3

Primarily interested in working with MA students

## TOPIC 2

A shameless discovery? How to turn shame into curiosity to foster creativity.

### **Project Start:**

September 2024

### **Method:**

Quantitative research study

### **Availability:**

Team of max. 2

# Contact

You will find all relevant information on our website:

<https://www.business.uzh.ch/en/research/professorships/hrmlead.html>

You may submit your application via the following Qualtrics survey:

[https://uzhwwf.qualtrics.com/jfe/form/SV\\_a639uKlmtb3vjZY](https://uzhwwf.qualtrics.com/jfe/form/SV_a639uKlmtb3vjZY)

For any additional questions, please do not hesitate to contact me:

mary.hausfeld@business.uzh.ch

# Questions



Do you have any remaining questions?

# Thank you!

Chair of HRM and Leadership  
Center for Leadership in the Future of Work  
University of Zurich  
Plattenstrasse 14  
8032 Zurich

[www.leadthefuture.org](http://www.leadthefuture.org)