Bachelorarbeiten im Bachelorstudiengang Wirtschaftspädagogik

FSS 2021

Zur Wahl stehen die fünf unten genannten Themen.

Die Abgabe der Präferenzen erfolgt während der Einführungsveranstaltung in das wissenschaftliche Arbeiten.

Die Bachelorarbeiten können in deutscher oder englischer Sprache angefertigt werden. Daher werden im Folgenden die Arbeitstitel auf Deutsch und auf Englisch angegeben.

Einführung in wissenschaftliches Arbeiten:

Montag, 8. März, 16:00 (s.t.) – 18:00 Uhr, per ZOOM (den Link erhalten Sie vorab per Email).

THEMA 1:

Dealing with two cultures in a company

Umgang mit zwei Kulturen im Unternehmen

Einstiegsliteratur:

Weber, R. A., Camerer, C. F. (2003). Cultural conflict and merger failure: An experimental approach. Management Science, 49(4), 400-415.

Abstract:

We use laboratory experiments to explore merger failure due to conflicting organizational cultures. We introduce a laboratory paradigm for studying organizational culture that captures several key elements of the phenomenon. In our experiments, we allow subjects in "firms" to develop a culture, and then merge two firms. As expected, performance decreases following the merging of two laboratory firms. In addition, subjects overestimate the performance of the merged firm and attribute the decrease in performance to members of the other firm rather than to situational difficulties created by conflicting culture.

The influence of generational change on management style

Der Einfluss von Generationenwechsel auf den Managementstyle

Einstiegsliteratur:

Al-Asfour, A., Lettau, L. (2014). Strategies for leadership styles for multi-generational workforce. Journal of Leadership, Accountability and Ethics, 11(2), 58.

Abstract:

The workforce in the United States has been divided into four distinct groups, which are identified as generations. Each generation has developed a set of values and attitudes that are different from one another. Leaders in various organizational settings should understand these generational differences in order to be more effective in leading a multigenerational labor force. In this study, the authors reviewed literature related to this topic and examined each generation's characteristics, lifestyles, values, and attitudes. The conclusion from this study is that generational differences are legitimate diversity issues that organizations need to recognize and understand.

Motivation and incentive systems for different cultures / generations in a company

Motivations- und Anreizsystems für unterschiedliche Kulturen / Generationen im Unternehmen

Einstiegsliteratur:

Pitt-Catsouphes, M., Matz-Costa, C. (2008). The multi-generational workforce: Workplace flexibility and engagement. Community, Work and Family, 11(2), 215-229.

Abstract:

This paper explores the perceptions of employees of different ages regarding the flexibility they need at work (flexibility fit) and their engagement with work. Using 49,209 observations representing 183,454 employees in 22 different companies, we estimated a hierarchical linear model (HLM) to explain variation in employee engagement as a function of flexibility fit and age. Although flexibility fit was a powerful positive predictor of engagement for all employees, it was a more powerful predictor of engagement for employees ages 45 and older. The positive moderating effect of flexibility fit provides employers with guidance about how to maintain the engagement of workers of all ages, but especially older workers who want to extend their participation in the labor force.

THEMA 4:

Generation change and innovation

Generationenwechsel und Innovation

Einstiegsliteratur:

Woods, K. (2016). Organizational ambidexterity and the multi-generational workforce. Journal of Organizational Culture, Communications and Conflict, 20(1), 95.

Abstract:

Organizational ambidexterity, or the ability to succeed both in core business and future planning and innovation, is an important concept for businesses trying to survive in the modern market. The composition of today's workforce is rapidly shifting as Millennials are quickly outnumbering Baby Boomers in the workplace. This shift presents its own subsets of challenges and opportunities for organizations. Existing research has provided evidence that employee values and preferences differ among the generational cohorts currently represented in the workforce. These topics are explored, and an updated model for an ambidextrous structure is recommended for organizations that wish to increase their ambidexterity by overcoming the challenges and capitalizing on the strengths found in a diverse, multi-generational workforce.

THEMA 5:

Generation change and organization design

Generationenwechsel und Organisationsdesign

Einstiegsliteratur:

Stevens, R. H. (2010). Managing human capital: How to use knowledge management to transfer knowledge in today's multi-generational workforce. International Business Research, 3(3), 77.

Abstract:

The purpose of this exploratory study is to examine knowledge transfer strategies within the framework of a multi-generational workforce. It is common to consider different generational perspectives in the workplace and its impact on knowledge management and transfer strategy. This research compares differences in workforce generations and examines different methods to pass knowledge cross-generationally. Companies must design knowledge transfer strategies conducive to multi-generational workforce dynamics keeping in mind the generational diversity that exists in the workplace. The present study endeavors to provide insight into this issue.