

### Some Suggested Topic Areas for Bachelors or Diplom:

Dissertations may be written in either English or German. The topics below fall within the research areas of the Chair, and are suggestions for your consideration. More generally, proposals dealing with cross-national comparison of HR practices or industrial relations are very welcome, as is research related to international HRM. Other topics will be considered, so please share any ideas related to the broad area of 'Personalpolitik'. Students are also encouraged to

Proposals should give some indication of the main methods of research to be utilized (e.g. an analytical literature review, meta-analysis of past empirical results, original empirical research based on a case study, interviews, comparative analysis, or quantitative methods).

#### HRM/Industrial Relations

##### 1. Firm-specific human capital and theories of the firm

Aoki, M. and G. Jackson (2008). "Understanding an emergent diversity of corporate governance and organizational architecture: an essentiality-based analysis." Industrial and Corporate Change **17**(1): 1-27.

Blair, M. M. (1999). Firm-Specific Human Capital and Theories of the Firm. Employees and Corporate Governance. M. M. Blair and M. J. Roe. Washington, DC, Brookings Institution: 58-90.

Parkinson, J. (2003). "Models of the Company and the Employment Relationship." British Journal of Industrial Relations **41**(3): 481-509.

Rajan, R. G. and L. Zingales (2000). The governance of the new enterprises. Corporate Governance: Theoretical & Empirical Perspectives. X. Vives. Cambridge, UK, Cambridge University Press.

## 2. Strategic complementarities and 'bundles' of HR (human resource) practices

Milgrom, P. R. and J. Roberts (1995). "Complementarities, Industrial Strategy, Structure, and Change in Manufacturing." Journal of Accounting and Economics 19: 179-208.

Stavrou, E.T. and Brewster, C., (2005) "The Configurational Approach To Linking Strategic Human Resource Management Bundles With Business Performance: Myth Or Reality?" Management Revue 16 (2): 186-201

Wood, G.T., Croucher, C., Brewster, C., Collings, G.C. and Brooks, M. (2009) "Varieties of Firm: complementarity and bounded diversity." Journal of Economic Issues, 43(1): 237-259.

## 3. Institutional change and German industrial relations

Rubery, J., G. Bosch, et al. (2008). "Surviving the EU? The future for national employment models in Europe." Industrial Relations Journal 39(6): 488-509.

Streeck, W. (2009). Re-Forming Capitalism: Institutional Change in the German Political Economy. Oxford, Oxford University Press.

Visser, J. (2007). "Trade Union Decline and What Next. Is Germany a Special Case?" Industrielle Beziehungen 14(2): 97-117.

## Corporate Governance

### 4. Diffusion and effectiveness of corporate governance codes around the world

Aguilera, R. V. and A. Cuervo-Cazurra (2004). "Codes of Good Governance Worldwide: What is the trigger?" Organization Studies 25(3): 415-444.

MacNeil, I. and X. Li (2006). "'Comply or Explain': market discipline and non-compliance with the Combined Code." Corporate Governance: An International Review 14(5): 486-496.

Werder, A. V., T. Talaulicar, et al. (2005). "Compliance with the German Corporate Governance Code: an empirical analysis of the compliance statements by German listed companies." Corporate Governance: An International Review 13(2): 178-187.

## 5. Time horizons, short-termism, myopia and corporate governance

Laverty, K. J. (1996). "Economic Short-Termism": The Debate, the Unresolved Issues, and the Implications for Management Practice and Research." The Academy of Management Review 21(3): 825-860.

Laverty, K. J. (2004). "Managerial myopia or systemic short-termism?" Management Decision 42(8): 949-962.

Marginson, D. and L. McAulay (2008). "Exploring the debate on short-termism: a theoretical and empirical analysis." Strategic Management Journal 29(3): 273.

Segelod, E. (2000). "A comparison of managers' perceptions of short-termism in Sweden and the US." International Journal of Production Economics 63(3): 243-254.

## 6. The link between CEO pay and performance

Bebchuk, L. and J. Fried (2003). "Executive Compensation as an Agency Problem." Journal of Economic Perspectives 17: 71-92.

David, P., Kochhar R., et al. (1998). "The effects of institutional investors on level and mix of CEO compensation." Academy of Management Journal 41: 200-208.

Kaplan, S. N. (2008). "Are U.S. CEOs Overpaid?" Academy of Management Perspectives May: 5-20.

## 7. Changing Forms of Executive Pay in Germany

Buck, T. W. and A. Shahrim (2005). "The Translation of Corporate Governance Changes Across National Cultures: The Case of Germany." Journal of International Business Studies 36: 42-61.

Fiss, P. C. and E. Zajac (2004). "The Diffusion of Ideas over Contested Terrain: The (Non)adoption of a Shareholder Value Orientation among German Firms." Administrative Science Quarterly December(49): 501-534.

Sanders, W. G. and A. C. Tuschke (2006). "The Adoption of Institutionally Contested Organizational Practices: The Emergence of Stock Option Pay in Germany." Academy of Management Journal 50(1): 33-56.

### Corporate Social Responsibility

8.

The relationship between corporate social responsibility and institutional diversity in European business systems or 'varieties of capitalism'

Campbell, J. L. (2007). "Why would corporations behave in socially responsible ways? An institutional theory of corporate social responsibility." Academy of Management Review 32(3): 946-967.

Gjoberg, M. (2009). "The Origin of Corporate Social Responsibility: Global Forces or National Legacies?" Socio-Economic Review 7(4): 605-637.

Jackson, G. and A. Apostolakou (2010). "Corporate Social Responsibility in Western Europe: An Institutional Mirror or Substitute?" Journal of Business Ethics on-line advanced publication.

9. The link between corporate social responsibility and firm performance

Barnett, M.L. (2007). Stakeholder influence capacity and the variability of financial returns to corporate social responsibility. Academy of Management Review, 32(3): 794-816.

Orlitzky, M., F.L. Schmidt, S. L. Rynes. (2003). Corporate social and financial performance: A metaanalysis. Organization Studies. 24(3): 403-441.

Vogel, D. (2006). The Market for Virtue. Washington DC, Brookings Institute.

10. The influence of irresponsible business practices on corporate reputation

Griffin, J.J., J.F. Mahon. 1997. The corporate social performance and corporate financial performance debate: Twenty-five years of incomparable research. *Business and Society*. 36(1) 5-31.

Mattingly, J.E., S.L. Berman. 2006. Measurement of corporate social action : Discovering taxonomy in the Kinder Lydenburg Domini ratings data. *Business and Society*, 45(1): 20-46.

Strike, V.M., J. Gao, P. Bansal. 2006. Being good while being bad: Social responsibility and the international diversification of US firms. *Journal of International Business Studies*, 37(6): 850-862.