

University of Basel, Faculty of Business and Economics

Prof. Dr. Michael Beckmann

Prof. em. Dr. Dr. h.c. mult. Manfred Bruhn

**Spring semester 2024:
Seminar in Strategy, Organization, and Human Resource Management
(6 ECTS)**

Basic information

Date:	Block course, May, 28, 29, and 30, 2024
Target group:	Master students in Business and Economics or Business and Technology
Credit points:	6 CP
Registration:	Central registration through the Office of the Dean of Studies from Monday, December 4, 2023 until Monday, January 8, 2024, 24 hrs. via online registration form
Participants:	A maximum of 18 students
Participation requirements:	Credit points in courses from the module Labor Economics, Human Resources and Organization (MSc. Business and Economics) or the MSc. Business and Technology
Selection of participants:	Until Friday, February 16, 2024
Selection criteria in case of excess demand:	Previous grades and semester progress

Seminar registration

Registration for the seminar takes place centrally via the Dean of Studies Office in the period between Monday, December 4, 2023 and Monday, January 8, 2024 via online registration form, which can be accessed in the electronic course catalog. The registration is binding.

As soon as you have registered centrally, please also inform us of your **preferences** with regard to the specified topics. For this purpose, please contact Ms. Birgit Knöpfli by e-mail:

birgit.knoepfli@unibas.ch

From the list of topics below, please name three topics that you would like to work on as part of your seminar paper. The exact assignment of topics will be made according to your articulated preferences. We will do our best to assign the topics according to your preferences. However, we cannot guarantee that each seminar participant will receive his or her preferred topic.

Seminar topics

No.	Topic	Supervisor
Strategy		
1	Service-dominant logic – critical evaluation of strategy options for customer integration	Manfred Bruhn
2	Customer-dominant logic – critical evaluation of strategy options for supplier integration	Manfred Bruhn
3	Corporate strategy in the digital age	Michael Beckmann
Organization		
4	The organization of quality management in companies – critical evaluation of design options	Manfred Bruhn
5	Female leadership in the digital age	Michael Beckmann
6	Digital technologies and organizational design	Michael Beckmann
Human Resource Management		
7	Importance and design of employer branding to overcome the lack of skilled workers	Manfred Bruhn
8	When do pay for performance plans work?	Michael Beckmann
9	What drives worker selection into pay for performance plans?	Michael Beckmann

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Information about the organization of the seminar

Each seminar topic will be assigned twice. The allocation of topics to seminar participants will be announced on our website on **Friday, February 16, 2024**. In addition, the seminar participants will receive an e-mail with the result of the allocation. Therefore, from the time of topic assignment, you can start writing your paper.

Acquisition of credit points

With a successful participation in the seminar, you can acquire 6 credits. For this, you have to perform the following tasks:

- Preparation of a seminar paper (text length: 20 pages +/- 10 %)
- Presentation of your work in the seminar (PowerPoint presentation)
- Active participation during the sessions

The respective performances are included in the overall grade with the following weightings: seminar paper: 50 %, presentation: 30 %, active participation: 20 %.

The seminar papers are to be prepared individually. The presentations on the respective topics will be prepared and presented in the seminar sessions in teams of two. Seminar papers and presentations must be **in English or in German**, depending on our agreement in the introductory meeting. All examinations will be graded individually. For the formal design of your seminar paper, please refer to the guidelines on the website of the Professorship of Human Resources and Organization:

<https://wwz.unibas.ch/de/personalundorganisation/lehre/master-masterarbeit/>

Seminar dates

For this seminar, there will be an introductory meeting for the participating students. In this event, mainly basic questions will be discussed, which should make it easier for you to get started in the seminar. Among other things, this concerns the formal requirements for a seminar paper as well as the procedure for a promising literary research. The exact seminar dates are as follows:

- Tuesday, February 27, 2024, 12:15 a.m. – 2:00 p.m.: Introductory meeting, S14, WWZ
- Tuesday, May 28, 2024, 9:15 a.m. – 3:00 p.m.: Strategy, presentation of topics 1, 2, and 3, S13, WWZ
- Wednesday, May 29, 2024, 10:15 a.m. – 5:00 p.m.: Organization, presentation of topics 4, 5, and 6, S13, WWZ
- Thursday, May 30, 2024, 1:15 p.m. – 7:00 p.m.: Human Resource Management, presentation of topics 7, 8, and 9, S13, WWZ

Deadlines

The same deadlines apply to all seminar participants for the submission of the respective seminar work. These are to be submitted by e-mail to the secretariat of the Professorship of Human Resources and Organization (birgit.knoepfli@unibas.ch) and to the supervisor of the paper.

- Submission of the seminar paper by **Friday, May 3, 2024, 12:00 a.m.** as PDF.
- Submission of the PowerPoint presentation by **Friday, May 17, 2024, 12.00 a.m.** as PPT or PPTX and PDF.

Contact person

During the entire period of writing your seminar paper, you will have **one** opportunity to discuss your outline with the respective supervisor. If necessary, please arrange a suitable appointment in advance.

Procedure of the seminar sessions

The time frame for the presentations of the seminar papers will be about 30 to 45 minutes. Afterwards we will discuss the presented topic. For this purpose, questions from the plenum should be

asked to the speakers. At the end of this discussion, the lecturers will discuss extended questions on the respective topic with the seminar participants.

References

The following literature references are intended to provide you with an introduction to the respective topic. However, in order to be able to deal with the topic in a competent way and with the required scientific standards, it is necessary to consult additional literature. As a rule of thumb, you can assume that the number of literature sources used should correspond approximately to the effective number of pages (pure text pages) of the paper.

- **Topic 1:** Vargo, S.L., & Lusch, R.F. (2004): Evolving to a new dominant logic for marketing. *Journal of Marketing* 68, 1-17.
- **Topic 2:** Heinonen, K., & Strandvik, T. (2015): Customer-dominant logic: foundations and implications. *Journal of Service Marketing* 29, 472-484.
- **Topic 3:** Menz, M., Kunisch, S., Birkinshaw, J., Collins, D.J., Foss, N.J., Hoskisson, R.E., and Prescott, J.E. (2021): Corporate strategy and the theory of the firm in the digital age. *Journal of Management Studies* 58, 1695-1720.
- **Topic 4:** Germain, R., and Spears, N. (1999): Quality management and its relationship with organizational context and design. *International Journal of Quality & Reliability Management* 16, 371-392.
- **Topic 5:** Nagpa, M., Cao, J., Mai, K.M., and de Cremer, D. (2023): How can women take advantage of the high-tech era to be perceived as effective leaders? Being tech-savvy helps. *Journal of Leadership & Organizational Studies* 30, 397–412.
- **Topic 6:** Kretschmer, T., and Khashabi, P. (2020): Digital transformation and organization design: an integrated approach. *California Management Review* 62, 86-104.
- **Topic 7:** Lievens, F., and Slaughter (2016): Employer image and employer branding: what we know and what we need to know. *Annual Review of Organizational Psychology and Organizational Behavior* 3, 407-440.
- **Topic 8:** Lazear, E.P. (2000): Performance pay and productivity. *American Economic Review* 90, 1346-1361.
- **Topic 9:** Heywood, J.S., Jirjahn, U., and Struewing, C. (2017): Locus of control and performance appraisal. *Journal of Economic Behavior & Organization* 142, 205-225.