

Ausschreibung der Abschlussarbeiten am Lehrstuhl für Internationales Management

Stand 03. Juli 2017

Bewerbung möglich bis 17. Juli 2017, 9 Uhr

Thema 1

Kulturelle Diversität auf Teamebene – State of the Art

Dass Interkulturalität in Teams die Performance sowohl negativ als auch positiv beeinflussen kann, wurde in vielen Studien bestätigt. Als Vorteil interkultureller Teams wird oft der Zugriff auf unterschiedliche Wissensquellen, als Nachteil erhöhtes Konfliktpotential genannt. Um die Vorteile also umsetzen zu können, gilt es die Heterogenität im Team zu organisieren und Konflikte zu minimieren, um Wissensaustausch zu fördern und so das Potential zu heben, welches z.B. aus den unterschiedlichen Problemlösungen hervorgeht. Gründe für das erhöhte Konfliktpotential sind meist kulturelle Differenzen und fehlendes Vertrauen, um die Distanz zu überbrücken. Ziel Ihrer Abschlussarbeit ist es, die Herausforderungen und Erfolgsfaktoren interkultureller Teams zu beleuchten und die Kenntnisse aktueller Forschung herauszuarbeiten.

Als Einstieg in die Thematik lesen Sie bitte:

Harjo, A.; Gibson, C. B. & Pudelko, B.; 2017. Knowledge exchange processes in multicultural teams: Linking organizational Diversity Climates to Team Effectiveness. *Academy of Management Journal*, 60 (1), S. 345-372.

Cramton, C.D., & Hinds, P.J., 2014. An Embedded Model of Cultural Adaptation in Global Teams. *Organization Science*, 25 (4), pp.1056-1081.

Thema 2

Approach vs. Avoidance Behavior – Erkenntnisse bisheriger Forschung

Fehler sind ohne Zweifel Teil jeder menschlichen Arbeit. Aus Fehlern lernen zu können stellt in der Arbeitswelt eine wichtige Fähigkeit dar, um seine Performance steigern zu können. Wie man aus der Attributionstheorie jedoch weiß, tendieren Menschen dazu, Misserfolge externen Gründen, wie z.B. zu wenig Zeit, zuzuschreiben, um sich selbst zu schützen (vgl. Self-Serving Bias). Daher stellt sich die Frage, wie Individuen damit umgehen, wenn Sie einen Misserfolg extern attribuieren und zum Schluss kommen, dass sie selbst an dieser negativen Situation nichts ändern können. Bisherige Forschung zeigt, dass dies ein hohes Frustrationspotential hat und dies besonders häufig zu Vermeidungsstrategien führt. Dies kann

jedoch einen erheblichen negativen Einfluss auf die Performance haben, da das eigentliche Problem des Misserfolgs nicht gelöst wird. Ziel Ihrer Arbeit ist es daher, den bisherigen Stand der Forschung zu „Approach and Avoidance Behavior“ aufzuarbeiten und diese sinnvoll zu strukturieren. Dabei gehen Sie insbesondere der Frage nach, welche Faktoren Approach Behavior auslösen sowie welche Faktoren dabei unterstützen Approach Behavior zu stärken.

Als Einstieg in diese Thematik lesen Sie bitte:

Brown, S. P.; Westbrook, R. A. & Challagalla, G.; 2005. Good Cope, Bad Cope: Adaptive and Maladaptive Coping Strategies Following a Critical Negative Work Event. *Journal of Applied Psychology*, 90 (3), S. 792-298.

Ortiz de Guinea, A.; 2016. A pragmatic multi-method investigation of discrepant technological events: Coping, attributions, and 'accidental' learning. *Information & Management*, 53 (6), S. 787-802.

Nifdakar, S.; Tsui, A. S. & Ashforth, B. E.; 2012. The Way you make me feel and behave: Supervisor-triggered Newcomer Affect and Approach-Avoidance Behavior. *Academy of Management Journal*, 55 (5), S. 1146-1168.

Thema 3

The Expatriate Adjustment Process – A Review of Work-Related Determinants

The success of expatriates is of high importance for organizations due to the high costs associated with international assignments. As prior research has revealed, determinants of the expatriate adjustment process represent important antecedents of their performance abroad. The multilayered concept of expatriate adjustment has repeatedly been recognized to be driven by factors on different levels of investigation. While various streams of research focus on individual and environmental factors in expatriate adjustment, this thesis should focus on organizational level determinants. Organizational factors have been studied in the form of the effectiveness of pre-departure trainings, as well as in the form of post-arrival factors, such as job role novelty and role clarity.

In a comprehensive literature review, this thesis should analyze the existing concepts and drivers of organizational level determinants influencing the expatriate adjustment process, while illustrating additional avenues for future research.

Literature:

Aycan, Z., 1997. Expatriate adjustment as a multifaceted phenomenon: Individual and organizational level predictors. *International Journal of Human Resource Management*, 8(4), pp. 434-456.

Caligiuri, P., Phillips, J., Lazarova, M., Tarique, I. and Burgi, P., 2001. The theory of met expectations applied to expatriate adjustment: The role of crosscultural training. *International Journal of Human Resource Management*, 12(3), pp. 357-372.

Puck, J., Holtbrügge, D. and Raupp, J., 2017. Expatriate Adjustment: A Review of Concepts, Drivers, and Consequences. In: B. Bader, T. Schuster, A.K. Bader, eds. 2017. *Expatriate Management*. UK: Palgrave Macmillan. pp. 297-336.

Shaffer, M. A., Harrison, D. A. and Gilley, K. M., 1999. Dimensions, determinants, and differences in the expatriate adjustment process. *Journal of International Business Studies*, 30(3), pp. 557-581.

Thema 4

The Expatriate Adjustment Process – A Review of Individual Level Determinants

The success of expatriates is of high importance for organizations due to the high costs associated with international assignments. As prior research has revealed, determinants of the expatriate adjustment process represent important antecedents of their performance abroad. The multilayered concept of expatriate adjustment has repeatedly been recognized to be driven by factors on different levels of investigation. While various streams of research focus on organizational and environmental factors in expatriate adjustment, this thesis should focus on individual level determinants. Individual factors have been studied in the form of personality-related determinants, such as cultural sensitivity and personality traits, and experience-related factors, like communication and language skills and prior knowledge of the host country.

In a comprehensive literature review, this thesis should analyze the existing concepts and drivers of individual level determinants influencing the expatriate adjustment process, while illustrating additional avenues for future research.

Literature:

Caligiuri, P. M., 2000. Selecting expatriates for personality characteristics: A moderating effect of personality on the relationship between host national contact and cross-cultural adjustment. *MIR: Management International Review*, 40(1), pp. 61-80.

Huang, T. J., Chi, S. C. and Lawler, J. J., 2005. The relationship between expatriates' personality traits and their adjustment to international assignments. *The International Journal of Human Resource Management*, 16(9), pp. 1656-1670.

Puck, J., Holtbrügge, D. and Raupp, J., 2017. Expatriate Adjustment: A Review of Concepts, Drivers, and Consequences. In: B. Bader, T. Schuster, A.K. Bader, eds. 2017. *Expatriate Management*. UK: Palgrave Macmillan. pp. 297-336.

Shaffer, M. A., Harrison, D. A. and Gilley, K. M., 1999. Dimensions, determinants, and differences in the expatriate adjustment process. *Journal of International Business Studies*, 30(3), pp.557-581.

Thema 5

Using foreign direct investment as an international market entry strategy – An investigation of the attractiveness of Hungary for German multinational enterprises

Globalization has brought a tremendous growth of international trade and economic activities over the past several decades. Companies who seek to participate and to take advantage of the international marketplace and related business opportunities strategically react in terms of internationalization processes. In line with several important decisions on internationalization that need to be carefully made, multinational enterprises exhibit the highest commitment on internationalization tendencies in terms of both managerial efforts and capital invested, known as foreign direct investment. The associated high risks of deploying resources elsewhere make the choice of location and entry mode crucial for multinational enterprises when venturing abroad.

Therefore, in your thesis you first investigate how multinational enterprises can enter foreign markets by using foreign direct investment as an equity-mode entry strategy. Further in the analysis, you will investigate the reasonableness and potential advantages of a direct investment using Hungary as recipient country as an example. You will do so by using the eclectic paradigm/OLI framework by John H. Dunning

and focusing on German multinational enterprises in the automotive sector. Your work will be based on both an in-depth literature research and a qualitative study.

Literature:

Cullen, J. B., and Parboteeah, K. P., 2014. *Multinational Management: A Strategic Approach* (6th ed.). Boston: Cengage Learning, pp. 215-231.

Gamble, J. E., Strickland, A. J. III, and Thompson, A. A. Jr., 2010. *Crafting and Executing Strategy: The Quest for Competitive Advantage*. Boston: McGraw-Hill, pp. 206-228.

Dunning, J. H., 2000. The eclectic paradigm as an envelope for economic and business theories of MNE activity. *International Business Review*, 9, pp. 163–190.

Dunning, J. H., 2001. The Eclectic (OLI) Paradigm of International Production: Past, Present and Future. *International Journal of the Economics of Business*, 8, pp. 173 -190.

Thema 6

Self-initiated expatriation (SIE) – State of the Art

There is an ever increasing number of individuals who spend part of their lives living and working in foreign countries. In the field of international human resource management, studies continuously differentiate between expatriation on an assigned and on a self-initiated level. Whereas assigned expatriates (AEs) undertake an international work assignment on behalf of an organization, self-initiated expatriates (SIEs) make an individual choice to be employed in a foreign country. As previous literature has emphasized, determinants of the intention to work abroad vary across these two forms of expatriation.

Research has produced substantial insights regarding employees who are sent abroad by their companies, while less attention has been committed to SIEs. This thesis should analyze the existing concepts regarding the intention and underlying motivation to expatriate on a self-initiated basis, while illustrating additional avenues for future research.

Literature:

Biemann, T. and Andresen, M., 2010. Self-initiated foreign expatriates versus assigned expatriates: two distinct types of international careers?. *Journal of Managerial Psychology*, 25(4), pp.430-448.

Cerdin, J. L. and Selmer, J., 2014. Who is a self-initiated expatriate? Towards conceptual clarity of a common notion. *The International Journal of Human Resource Management*, 25(9), pp.1281-1301.

Doherty, N., Dickmann, M. and Mills, T., 2011. Exploring the motives of company-backed and self-initiated expatriates. *The International Journal of Human Resource Management*, 22(03), pp.595-611.

Thema 7

Der Einfluss von Persönlichkeit und Arbeitsumfeld auf die Job-Zufriedenheit von IT-Mitarbeitern

Die IT-Branche gewinnt aufgrund des technologischen Wandels immer mehr an Bedeutung und zeichnet sich durch eine starke Abhängigkeit von hochqualifiziertem Personal aus. Die IT-Branche ist jedoch auch geprägt von schnellen Innovationszyklen, welche aktuelles Wissen schnell obsolet werden lassen: „IT workers live on the edge of change as new technologies expand their reach and change the nature of work“ (Kaplan & LeRouge 2007, S. 325). IT-Mitarbeiter müssen demnach flexibel, anpassungsfähig und wissensorientiert sein, um ihre technischen Fähigkeiten stets auf dem aktuellen Stand halten zu können.

Aufgrund dieser Gegebenheiten ist es nicht verwunderlich, dass es bei IT-Mitarbeitern zu hohen Fluktuationsraten kommen kann. Aktuelle Forschung beschäftigt sich daher vermehrt mit den Bedingungen von IT-Jobs, den Eigenschaften von IT-Personal, der IT-Kultur und wie diese Faktoren mit Job-Zufriedenheit und „turnover intentions“ zusammenhängen. Ziel Ihrer Abschlussarbeit ist es daher, aus der aktuellen Forschung theoriegeleitete Hypothesen abzuleiten und diese anhand eines Ihnen zur Verfügung gestellten Datensatzes empirisch zu überprüfen. Der Datensatz mit ca. 430 Beobachtungen entstammt einer Querschnittsstudie, in der IT-Beschäftigte einen Fragebogen zu oben genannten Themen ausfüllten. Kenntnisse in empirischen Methoden sind Voraussetzung für Bearbeitung dieser Abschlussarbeit.

Als Einstieg in die Thematik lesen Sie bitte folgende Beiträge:

Kaplan, D. M. und LeRouge, C., 2007. Managing on the edge of change: Human resource management of information technology employees. *Human Resource Management*, 46 (3), S. 325-330.

Eckhardt, A.; Laumer, S.; Maier, C. und Weitzel, T., 2016. The effect of personality on IT personnels job related attitudes: establishing a dispositional model of turnover intention across IT job types. *Journal of Information Technology*, 31 (1), S. 48-66.