

Topic	New Perspectives of Human Resource Management: Facing the Challenges of the Covid-19 Crisis
Overview	<p>A generation of young employees is currently growing up with constant availability and increasing work from home. The primary research question deals with how young and older people differ in terms of their work-life balance? Which different preferences can be identified? How do they deal with the same demands? What different resources do different generations have?</p> <p>The main focus can be defined individually with the supervisors.</p>
Language	English
Exemplary literature	<ul style="list-style-type: none"> ▪ Reinke, K., Gerlach, G., Tarafdar, M., & Stock, R. M. (2016). <i>ICT-based communication events as triggers of stress: A mixed methods study</i>. International Conference on Information Systems, Dublin. ▪ Schneider, K., Reinke, K., Gerlach, G., Anderson, C., Wojtek, S., Neitzel, S., Dwarakanath, R. C., Böhnstedt, D., & Stock, R. M. (2017). <i>Aligning ICT-enabled Availability and Individual Availability Preferences: Design and Evaluation of Availability Management Applications</i>. International Conference on Information Systems. ▪ Stock, R. M. (2015). Is Boreout a Threat to Frontline Employees' Innovative Work Behavior?: Boreout on Innovative Work Behavior. <i>Journal of Product Innovation Management</i>, 32(4), 574–592. https://doi.org/10.1111/jpim.12239 ▪ Stock, R. M., Strecker, M., & Bieling, G. I. (2016). Organizational work–family support as universal remedy? A cross-cultural comparison of China, India and the USA. <i>The International Journal of Human Resource Management</i>, 27(11), 1192–1216. https://doi.org/10.1080/09585192.2015.1062039 ▪ Stock, R. M. (2016). Understanding the relationship between frontline employee boreout and customer orientation. <i>Journal of Business Research</i>, 69(10), 4259–4268. https://doi.org/10.1016/j.jbusres.2016.02.037
Additional information	<p>Kind of thesis: bachelor thesis or master thesis</p> <p>Start: as soon as possible</p> <p>Requirements: interest in the topic of human resource management, good statistical knowledge (experience with SPSS or R)</p> <p>Publication options: Excellent works should be submitted as international conference paper or to the working paper series on Market-oriented Management of the chair of Marketing and HRM.</p>
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