Aus Mitteln der Müller-Stiftung geförderte Nachwuchswissenschaftler(innen)
Geförderte Aktivitäten:


Kurzfassung:

IT-based innovation contests are making use of distributed knowledge of users and other external stakeholders to collect ideas or to let them develop innovations for new products and services. In addition, IT-based innovation contests increasingly offer functionalities to evaluate and comment the submissions of other participants. Whether this feedback proves to be useful to enhance the quality of submissions is examined in a field experiment. In our study we use the theoretical perspective of absorptive capacity for a cluster analysis to identify the relevance of feedback in form of comments, in comparison to the relevance of participants' individual knowledge. The most important result indicates that listening to comments by other users can even overcome a lack of individual knowledge. The study strengthens first assumptions that the design element "community functionality" needs to be carefully designed and implemented when setting up an IT-based innovation contest.
Geförderte Aktivitäten:


Kurzfassung:

Innovation contests have a longstanding tradition to solve complex tasks published by public institutions or companies. Today’s (IT-based) innovation contests provide a platform for a competition of innovators who use their skills, experience, and creativity to submit a solution to a particular contest challenge defined by an organizer (Bullinger et al. 2010).

Given the large strategic potential of IT-based innovation contests, it can be stated that the majority of current contests still has room for improvement. The surge of usage in practice is often realized by means of a trial and error approach to identify the best way of tapping into the wisdom of crowds. Different strands of research seem necessary to better understand this powerful tool. A first open question is the selection of suitable participants, their attraction and activation throughout the contest. This brings about the integration of different types of innovators (Neyer et al. 2009).
Kurzfassung:

Pay-for-performance (P4P) intends to stimulate both more effective and more efficient health care delivery. To date, evidence on whether P4P itself is an efficient method has not been systematically analyzed. The objective was to identify and analyze the existing literature regarding economic evaluation of P4P. English, German, Spanish, and Turkish literature was searched in six databases (e.g. Business Source Complete, Medline; January 2000–April 2010). We regarded articles published in peer-reviewed journals and describing economic evaluations of P4P initiatives. Full economic evaluations, considering costs and consequences of the P4P intervention simultaneously, were the prime focus. Additionally, comparative partial evaluations were included if costs were described and the study allows for an assessment of consequences. Both experimental and observational studies were considered. In total, nine studies could be identified. Three studies could be regarded as full economic evaluations, and six studies were classified as partial economic evaluations. Based on the full economic evaluations, P4P efficiency could not be demonstrated. Partial economic evaluations showed mixed results, but several flaws limit their significance. Methodological quality assessment showed scores between 32% and 65%. The results show that evidence on the efficiency of P4P is scarce and inconclusive. P4P efficiency could not be demonstrated.
Geförderte Aktivitäten:

"Group-Level Organizational Citizenship Behavior and Work-Unit Performance (Presented at the 15th Conference of the European Association of Work and Organizational Psychology, Maastricht, the Netherlands); Präsentation auf der 15. Konferenz der European Association of Work and Organizational Psychology in Maastricht/Niederlande am 27.05.2011

Kurzfassung:

OCBs refer to specific forms of beneficial, extrarole behaviors, especially but not limited to, helping coworkers (Organ, 1997). Central to almost every OCB study has been the assumption that they have a positive effect on work-unit performance, though respective empirical research has been rare and not without methodological issues, including the way group-level OCBs and work-unit performance were measured.

A group-level OCB instrument was developed in a two-wave study (N=123) based on peer-evaluations of work-group OCB (α between = .78 and = .91). In a second study with 87 teams (N=427) both fairness and job satisfaction were related to group-level OCB. In a third study, members of 91 teams rated their group's OCBs and the managers of the respective work-teams rated the performance of the unit. Results show that OCBs have an impact on overall team performance ($R^2=.20^{**}$, $\Delta R^2 = .14^{**}$) but with divergent outcomes for the specific group-level OCB dimensions: whereas helping behavior and loyalty had a negative impact on overall team performance ($B= -.36+, \ p<.10$ and $B= -.30, \ p<.05$), sportsmanship and civic virtue had a positive effect on team performance ($B= .22, \ p<01$ and $B= .41, \ p<05$). These results confirm the inconsistency of findings in previous OCB-work group performance studies and also stress the need for further research on potential moderators.
Sebastian Holzwarth
Mitarbeiter am Lehrstuhl für Psychologie, insbes. Wirtschafts- und Sozialpsychologie
(Prof. Dr. Klaus Moser)

Geförderte Aktivitäten:
“The effect of job insecurity on job satisfaction – Moderation by perceived external prestige”, Präsentation auf der 15. Konferenz der European Association of Work- and Organizational Psychology in Maastricht/Niederlande am 27.05.2011

Kurzfassung:

The experience of job insecurity is related to negative attitudes towards work and the organization, such as reduced job satisfaction. Since the strength of these effects varies across studies, it is vital to identify factors that influence the strength of these relationships. The present study investigates the moderating effect of two organizational factors, perceived external prestige and communication climate, on the relationship between job insecurity and job satisfaction.

Bilingual cross-sectional data from 1050 employees of a multinational company was collected with an online survey. We used both German and English speaking versions of the same survey questionnaire.

As expected, experienced job insecurity was related to decreased job satisfaction. This relationship was moderated by perceived external prestige. The effect of job insecurity on job satisfaction was weaker for those employees who found their employing organization having high prestige than for their colleagues who did not connect their organization with this attribute. Contrary to our expectations communication climate did not moderate the effects of job insecurity on job satisfaction.

The negative effects of job insecurity on work related attitudes can be moderated by organizational variables. Practical implications at the organizational level are discussed.
Sven Jung
Mitarbeiter am Lehrstuhl für VWL, insbes. Arbeitsmarkt- und Regionalpolitik
(Prof. Dr. Claus Schnabel)

Geförderte Aktivitäten:

“Paying more than necessary? The wage cushion in Germany”, in: LABOUR– Review of
Labour Economics and Industrial Relations 25 (2), S. 182-197, 2011, zusammen mit C.
Schnabel

Kurzfassung:

In Germany, more than 40 per cent of plants covered by collective agreements pay wages
above the level stipulated in the agreement, giving rise to a wage cushion between actual
and contractual wages. Cross-sectional and fixed-effects estimations indicate that the
wage cushion mainly varies with the profit situation of the plant and with indicators of
labour shortage and the business cycle. Whereas plants bound by multi-employer
agreements seem to pay wage premiums in order to overcome the restrictions imposed by
the rather centralized bargaining system in (western) Germany, plants that use
singleemployer agreements are significantly less likely to have wage cushions.
Johannes C. Panitz
Mitarbeiter am Lehrstuhl für Betriebswirtschaftslehre, insbes. Wirtschaftsinformatik III
(Prof. Dr. Michael Amberg)

Geförderte Aktivitäten:


Kurzfassung:

Number and complexity of compliance requirements for companies steadily increase. Enterprises focus on the implementation of compliance programs to ensure conformance with rules and regulations. However, it is the employees' compliant behavior and their understanding of compliance requirements that support realization and ensure conformance. Thus, companies must ask how to integrate employees into compliance programs and how to foster their understanding for compliance necessity. The paper explores how key compliance components are implemented in practice and which factors facilitate the implementation of these components. Based on multiple case studies, two central key findings are identified contributing to the discussion of compliance implementation. First, the tone at the top facilitates compliance by strongly supporting a compliance culture which in turn positively influences the implementation of all four key compliance components. Second, the key component compliance reporting and controlling is not only supported by compliance facilitators but also builds the foundation for one of them. The facilitator incentive systems must be based on comprehensive compliance performance measures to provide a common understanding of compliance goals in a company. Additionally clear measures provide the basis to identify eligibility for incentives or the imposture of sanctions. In this context, the set up of a compliance performance measurement system is discussed, highlighting the necessity of basing it on adequate information system structures.
Geförderte Aktivitäten:


Kurzfassung:

This study examines the main themes of contractual negotiations from a buyer's perspective and their role in ensuring the effective management of procurement practices in multinational firms. Within a cooperative negotiating environment, the impact of culture, interpersonal attributes, tactics, conflict, contractual procedure, standardization and performance is examined in terms of time and relational quality. The results, stemming from a cross-disciplinary literature review and in-depth interviews with procurement specialists, indicate that the 'softer' aspects of negotiating (such as culture and tactics) play a comparatively minor role to the use of standardized contracts and established strategic protocols. The findings have practical implications in that they can help guide procurement negotiators in their approach to dealing with international counterparts.
Geförderte Aktivitäten:


Kurzfassung:

The concept of self-congruity has received much attention due to its influence on consumers’ attitudes and purchase decisions. Self-congruity describes the fit between consumers’ self-image and the perceived brand image (e.g., Sirgy, 1986). The current study applies self-congruity theory to the domain of personal values (e.g., Schwartz, 1992). In particular, we assume that the congruence between one’s personal values and perceived brand values has an influence on the attitude towards the brand.

We conducted a web-based study ($N = 330$). The results reveal an effect of value congruence on brand attitude. In particular, a higher congruence between personal values and perceived brand values results in a positive attitude towards the brand. A more specific analysis reveals that the influence of value congruence is mediated by symbolic product meanings rather than by utilitarian product meanings.

The findings of this study suggest some practical implications for relationship marketing. First, brand managers should identify relevant value dimensions of their target consumers and should ensure a clear communication of the corresponding brand values, e.g., by means of a mission statement or marketing campaigns. Second, our results point out that communication of brand values should especially accentuate symbolic product meanings.
The purpose of the paper is to evaluate the influence of the level of demand variability for blood components on the performance of blood inventories in hospitals. Historical data from the National Health Service on the blood supply chain in the UK is analyzed in order to quantify variable demand and to evaluate its impact on blood inventory performance. The data is statistically analyzed and regression analysis is used to evaluate the relationships between inventory performance, hospital size and the level of variation in demand. The paper shows a relationship between inventory performance and size of the hospital with the level of demand variability being a mediating effect. High demand variability leads to lower performance. Small hospitals show higher levels of demand variability than larger hospitals and hence lower performance. The paper targets the UK blood supply chain only. In order to draw general conclusions for the management of perishable commodities, the research should be extended to other sectors/industries. The paper provides potential solutions to improve inventory performance for small hospitals with high levels of variation in demand. The data for the analysis was made available for the first time on this scale. Blood banks in hospitals can benefit from the research by implementing the suggested solutions.
Geförderte Aktivitäten:

“Hybrid Value Creation: A systematic review of an evolving research area”, in: Journal für Betriebswirtschaft 61(1), S. 3-35.

Kurzfassung:

This systematic review analyses literature on the work of hybrid value creation, i.e. the process of generating additional value by innovatively combining products (tangible component) and services (intangible component). A state of the art report on hybrid value creation is delivered by first systematically identifying and then analyzing 169 publications focusing on hybrid value creation. The identified publications are clustered into eight categories based on their links and interactions and thus a mapping of this evolving field is suggested. A discussion and reflection of the findings with respect to the pervasiveness of literature and the research methodologies used is provided. The paper concludes by identifying some dominant strategic gaps in the overall research landscape and provides directions for future research.
Rüdiger Zoller
Mitarbeiter am Lehrstuhl für Auslandswissenschaften, Romanischsprachige Kulturen mit dem Schwerpunkt Wirtschafts- und Sozialordnung (Prof. Dr. Walther Bernecker)

Geförderte Aktivitäten:


Kurzfassung:

Na primeira década do século 21 o Brasil esteve presente na cena global como um ator decididamente auto-confiante. Considerando-se o desenvolvimento brasileiro não apenas no dia a dia, mas a longo prazo, esta nova apresentação não é nada realmente surpreendente. Pode-se muito bem interpretar o recente desenvolvimento, como estando no contexto de uma continuidade histórica.


Neste artículo serão apresentados ao leitor, novos trabalhos sobre o Brasil, nos quais cientistas sociais e literários, economistas e historiadores, cada um sob seu ângulo específico, ocupam-se com o país, seu desenvolvimento atual e também com seus persistentes problemas estruturais. Os princípios das análises não são sempre compatíveis. Mas, frente a uma realidade social e política do Brasil, que vive com e de suas contradições, sejam tão diferentes tentativas de uma aproximação a esta realidade, cada uma por si, assim como na visão comparativa do leitor, absolutamente proveitosas.

Kurzfassung:

O *encontronazo* de 1492 foi também o sinal de partida para a carreira mundial do cacau. Porém somente após sua metamorfose em chocolate ao leite, o cacau conquistou um mercado de massa, que multiplicou-se no século 20: Em 1900 foram negociadas 95.000 toneladas de cacau, porém em 1960 1 milhão de toneladas, 1985 2 milhões e 2011 cerca de 4 milhões.

A partir dos anos de 1920 a produção de cacau na África ocidental ultrapassou aquela da América do Sul. Desde os anos de 1980 aparece também como produtor o sul da Ásia. Hoje, a Costa do Marfim (39%), Gana (21%), Nigéria (7%) e a República dos Camarões (5%) fornecem 72% da produção mundial do cacau.

Atualmente mais de 50% do consumo mundial de produtos de cacau recai sobre a União Europeia. Os limites para o crescimento do consumo de cacau e chocolate nos países industrializados devem ter sido alcançados. Porém restam novos mercados na Ásia e nichos de mercados especiais, como o mercado ecológico pelo cacau orgânico e o mercado crescente de produtos *Fair-Trade*. 