



Universität Hamburg
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Call for master thesis

Topic:

A literature review: Cognitive and sensemaking studies in the context of Corporate Social Responsibility (CSR)

Aim:

The master thesis has the intention to review the literature about Corporate Social Responsibility (CSR) from a cognitive and sensemaking point of view. The inquiry of Corporate Social Responsibility in management literature is currently based on three main pillars: Stakeholder, motivational and performance analysis. Although strategic management decisions and organizational behavior are made by individual humans and management teams, only a small amount of studies highlights the impact of cognitive organizational and individual characteristics on CSR outcomes. Still CSR analysis is rather content driven than process oriented and internal analysis like mental frames and sensemaking characteristics are underrepresented. Such an inquiry through the lens of cognitive characteristics can provide fruitful and valuable insights. Therefore the master thesis aims to review the current status of cognitive studies in the field of Corporate Social Responsibility.

Results:

- A review of the relevant literature of cognitive and sensemaking studies in CSR
- Discussion of the status quo of this literature stream.
- Assorting the literature into a comprehensive structure.
- Conclusion about the status quo of the literature.

Advisor:

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For further questions please contact:

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