



Current list of topics for Bachelor and Master thesis regarding **Meetings and Workshops**

Themes	Basic Literature
<p>Strategy Development:</p> <ul style="list-style-type: none"> ▪ How do companies develop strategy? ▪ Which practices are involved in strategy development? ▪ How do strategists interact in developing strategic issues? What is the role of formal and informal interactions in strategizing? ▪ What is the role of strategy meetings and workshops? What happens in strategy meetings and workshops? How are strategy meetings consequential? (Are they?) ▪ How do departments strategically position themselves within the organization? <p>→ supervised by Benjamin Grossmann-Hensel, M.A. Research Associate benjamin.hensel@business.uzh.ch</p> <p>→ supervised by Dr. Tania Räcker Senior Research Associate tania.raecker@business.uzh.ch</p>	<p>Golsorkhi, Rouleau, Seidl, & Vaara (2015) Jarzabkowski & Seidl (2008) MacIntosh, MacLean & Seidl (2010) Mintzberg (1978)</p>

For more information do not hesitate to contact me directly. Theses can be either conceptual or empirical and can be written in German or English.





References

- Golsorkhi, D., Rouleau, L., Seidl, D., & Vaara, E. (Eds.). (2015). *Cambridge Handbook of Strategy as Practice* (2nd ed.). Cambridge, UK: Cambridge University Press.
- Jarzabkowski, P., & Seidl, D. (2008). The Role of Meetings in the Social Practice of Strategy. *Organization Studies*, 29(11): 1391-1426.
- MacIntosh, R., MacLean, D., & Seidl, D. (2010). Unpacking the effectivity paradox of strategy workshops: do strategy workshops produce strategic change? In D. Golsorkhi, L. Rouleau, D. Seidl, & E. Vaara (Eds.), *Cambridge Handbook of Strategy as Practice*: 291-309. Cambridge, UK: Cambridge University Press.
- Mintzberg, H. (1978). Patterns of strategy formation. *Management Science*, 24: 934-948.
- Seidl, D., Guérard, S. & Racker, T. 2025. Meetings and workshops as strategy practices. In D. Golsorkhi, L. Rouleau, D. Seidl & E. Vaara (Eds.), *Cambridge Handbook of Strategy as Practice*, 3rd edition. Cambridge University Press.