Work, Identity and Globalization
International Students-Research Conference
March 26th – 29th 2018
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Conference Bureau
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Level 2 (in front of room B2880, B2890, B2900)
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Latest Information: http://www.input.uni-bremen.de/das-institut/studium-und-lehre/msc-wirtschaftspychologie/international-conference.html

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„You can’t put your feet on the ground until you have touched the sky.”

Paul Auster

Ongoing globalization processes are affecting all parts of economy and our social life. Transnational and intercultural cooperation is becoming more and more important. This has impacts for organisational structures, work profiles and individual biographies. Internationalisation does not only become a stronger normative for companies, but also for individuals. New demands, new chances and new challenges for identity construction arise with the processes of social change in the 21st century. That’s why our conference is focussing on the interplay of work, globalization and identity.

The conference has an innovative design, as it is embedded in the curriculum of the Master of Sciences in Business Psychology. To provide opportunities of learning by research is a core value of the University of Bremen. During the last two semesters, our Master students have done intensive research within the area of “work, identity and globalization.” They are now presenting their final works within the conference and discuss it with a selected range of senior researchers from all over the world.

An effective networking and exchange of different intercultural perspectives is not only a theoretical demand, but put into practice by our conference. The conference will be an open space for interdisciplinary discussions. In order to strengthen the idea of intercultural communication, different projects will be intensively discussed in small research groups and plenary sessions. Insights presented by our guests regarding their own research projects complete the program.
On behalf of the University of Bremen, we are proud and glad to welcome the following guests to our conference:

Associate Professor Dr. Ingrid Zakrisson, Midsweden University (SWE)
Associate Professor Dr. Ulrika Danielsson, Midsweden University (SWE)
Senior Lecturer Dr. Niels Sandholm Larsen, University College Metropol, Copenhagen (DK)
Associate Professor Dr. Didier Raffin, Université Strasbourg (FR)

We also want to send a warm welcome to our Master students. Their dedicated and intensive work set the ground for the upcoming event.

We are looking forward to an inspiring joint conference, full of intensive discussions, a share of perspectives and intercultural experiences.

The conference team, teaching in the M.Sc. Business Psychology:

Prof. Dr. Georg Müller-Christ (FB 7)
Dr. Michael Schottmayer (FB 11)
PD Dr. Iris Stahlke (FB 11)
Monday, March 26th, 2018

9.00  **Welcome** and introduction  
(philosophy of the conference)  
Get to know each other

10.30  Coffee break

10.45  **Postersession**: Research projects of the students  
Review and information by the students

12.45  Lunch break

14.00  **Guest lecture**: Ingrid Zakrisson, Ulrika Danielsson  
Introduction  
*Perspectives of gender, work and family*

15.00  Coffee break

15.15  **Discussion** of the lecture in workgroups

16.00  **Plenary**: Presentation and discussion of the results

16.45  End

Tuesday, March 27th, 2018

9.00  **Plenary**: Agenda of the day

9.30  **Workgroup A**  
Chairpersons:  
Niels Sandholm Larsen, Ulrika Danielsson, Birgit Volmerg  
Presentation: Sophia Schmidt, Tatiana Mitůchová  
*Key Competencies and Competency in the Digital Age*

**Workgroup B**  
Chairperson: Didier Raffin, Iris Stahlke  
Presentation: Sarah Tesch, Sarah Rebolledo  
*The failure of change projects - causes and solutions*
Workgroup C
Chairperson: Ingrid Zakrisson, Michael Schottmayer
Presentation: Yasmine Werner, Jennifer Blome
**Corporate Values - the gap between rhetoric and implementation**

10.30 Coffee break

10.45 **Workgroup A**
Presentation: Johannes Stark
**Complexity, contradicting goals, trade offs and how non-profit organizations deal with it**

**Workgroup B**
Presentation: Ankie Sophie Jacob
**VUCA - Leadership Development**

**Workgroup C**
Presentation: Stella Milo, Robin Klarer, Katharina DiCapua
**Corporate identity: a sample study on its change during corporate growth, its impact on the stakeholders and its unity in a medium-sized german company**

12.00 Lunch break

13.15 **Guest lecture: Didier Raffin**
Introduction

*Change Management: A Survival guide for the Work Psychologist*

14.15 Coffee break

14.30 **Discussion** of the lecture in workgroups

15.15 **Plenary**: Presentation and discussion of the results

16.00 End
Wednesday, 28th, 2018

9.00  **Plenary**: Agenda of the day

9.30  **Workgroup A**
Presentation: Laura Lindholm
**The subjective perception of Burnout patients at work – Returning to work after obtaining their self-knowledge**

**Workgroup B**
Presentation: Jenny Dähne, Stephie Zeitz, Martina Raab
**Non-territorial offices - future of workplace? A study due to the employees experience regarding work within the non-territorial concept**

**Workgroup C**
Presentation: Lara Pehling, Janina Belilowski, Nikola Ronja Hain
**Experiences of expatriates abroad - preparation and return**

10.30  **Coffee break**

11.00  **Workgroup A**
Presentation: Kim Wolf, Nathalie Kühnl
**Work(ing) out of control? A case study of experiencing work in modern corporate structures**

**Workgroup B**
Presentation: Petra Seif, Lina Ahmels
**Sustainable Brand Communication - How important is Communication of Sustainable Behaviour for a Corporate Brand?**

**Workgroup C**
Presentation: Elsa Lenk, Elisabeth Pohl
**The Career entry of nursery school teachers**

12.00  **Lunch break**
13.15 **Guest lecture:** Niels Sandholm Larsen
   Introduction

   *Biographical continuity and disruption in shared narratives during back to work rehabilitation following severe traumatic brain injury*

14.15 Coffee break
14.30 **Discussion** of the lecture in workgroups
15.15 **Plenary:** Presentation and discussion of the results
16.00 End

**Thursday, 29th, 2018**

9.00 **Plenary:** Agenda of the day
9.30 **Evaluation of the conference** in focus groups with report in the plenary concerning experiences in:
   • Intercultural communication and understanding
   • Methodology and different research methods
   • Interdisciplinarity and differences in academic culture
   • Group dynamic and role taking in the plenary and in the workgroups
   • Personal insights and learning outcomes
11.00 Coffee break
11.30 **Plenary:** Presentation and discussion of the results of evaluation
12.30 **Lunch buffet by the students**
13.45 Farewell and Thanks
14.00 End of the Conference
## List of student-contributors

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<tr>
<th>Lina Ahmels</th>
<th>Stella Milo</th>
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<tr>
<td>Janina Belilowski</td>
<td>Lara Pehling</td>
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<td>Laura Lindholm</td>
<td>Kim Wolf</td>
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<td>Tatiana Mitúchová</td>
<td>Stephanie Zeitz</td>
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</tbody>
</table>
Niels Sandholm Larsen
PhD, Senior Lecturer at The Department of Nursing. Faculty of Health and Technology, Metropolitan University College, Denmark

Research areas
Experiences and strategies of healthcare professionals and clients, especially the micro politics of health care work and everyday life in chronic disease.

Teaching
Sociology in B.A. and master programs.

Publications
He publishes articles, mostly in Danish, on health care professions, inter professional work, micro politics of chronic disease.

Didier Raffin
Associate Professor, Faculty of Psychology, Strasbourg University, France

Research areas
Health and safety at work, with an emphasis on the impact of organization mode on stress and well-being and the new modes of international communication in big companies (internal social networks).

Teaching
Work Psychology and ergonomics in B.A. and M.A. programs (Strasbourg, Bremen).

Publications
He publishes articles, mostly in French, on psychosocial risks (prevention, diagnosis), safety climate, perception bias, quality at work.
Ingrid Zakrisson
Professor, Department of Psychology, Mid Sweden University, Östersund, Sweden

Research areas
Stereotyping and prejudice, especially in relation to gender, applied to group decision-making, work environment and health.

Teaching
Social and personality psychology, organizational psychology, research methods, both quantitative and qualitative, and psychometrics.

Publications
Mainly journal articles about social dominance orientation, gender prejudice, and group decision-making.

Ulrika Danielsson
Assistant professor, Department of Psychology, Mid Sweden University, Östersund, Sweden

Research areas
Work life balance, health, stress, gender, family, young people.

Teaching
Master Program in Emotion Psychology, Human Resource program, Courses: Work life and organizational psychology.

Publications
She published articles and book chapters on work life balance, computer use, gender and young people.
List of Research Projects
M.Sc. Business Psychology, Universität Bremen

**Supervisor: Michael Schottmayer**

**Work(ing) out of control? A case study of experiencing work in modern corporate structures**
Arbeit außer Kontrolle - Erleben von Arbeit in modernen Unternehmensstrukturen an einem Fallbeispiel
Kim Wolff, Nathalie Kühnl, Merle Rüter, Karen Schwein

**The career entry of nursery school teachers**
Berufseinstieg von ErzieherInnen
Elsa Lenk, Elisabeth Pohl

**Non-territorial offices - future of workplace?**
A study due to the employees experience regarding the work within the non-territorial concept
Non-territoriale Arbeitsplätze - die Zukunft der Arbeitswelt?
Eine Studie zum Erleben von Mitarbeitern bei der Arbeit in non-territorialen Bürokonzepten
Jenny Dähne, Stephie Zeitz, Martina Raab

**Experiences of expatriates abroad - preparation and return**
Erfahrungen von Expatriates im Ausland - Vorbereitung und Rückkehr
Lara Pehling, Janina Belilowski, Nikola Ronja Hain

**The subjective perception of Burnout patients at work – Returning to work after obtaining their self-knowledge**
Das subjektive Empfinden von Burnout-Patienten am Arbeitsplatz – Erleben der Rückkehr nach der Selbsterkenntnis
Laura Lindholm, Felina Castiglioni, Jasmin Ferdowski, Pia Tönsmann

**Supervisor: Georg Müller-Christ**

**Corporate Values - the gap between rhetoric and implementation**
Unternehmenswerte zwischen Rhetorik und Handeln
Yasmine Werner, Malin Schürmann, Jennifer Blome

**VUCA - Leadership Development**
VUCA - Führungsentwicklung
Ankie Sophie Jakob, Philipp Czakert
Complexity, contradicting goals, trade offs and how two non-profit organizations deal with it
Wie zwei NPOs Spannungsfelder bewältigen und warum dies auch für Wirtschaftsunternehmen interessant sein könnte
Johannes Stark, Marlon Radermacher, Louise Mietzner

Supervisor: Ulf Over

Corporate identity: a sample study on its change during corporate growth, its impact on the stakeholders and its unity in a medium-sized german company
Beziehung zwischen Corporate Identity und Unternehmenswachstum
Stella Milo, Robin Klarer, Katharina DiCapua

Sustainable Brand Communication - How Important is Communication of Sustainable Behavior for a Corporate Brand?
Nachhaltige Markenkommunikation - Wie wichtig ist die Kommunikation von nachhaltigem Verhalten für die Unternehmensmarke?
Petra Seif, Lina Ahmels

The failure of change projects - causes and solutions
Das Scheitern von Change Projekten - Ursachen und Lösungsansätzen
Sarah Tesch, Jessica Doyen, Sarah Rebolledo

Key Competencies and Competency in the Digital Age
Schlüsselkompetenzen des digitalen Zeitalters
Sophia Schmidt, Tatiana Mitúchová
Master of Science Wirtschaftspsychologie

The content of the Masters course is related to current social and global change which has altered the demands and structural conditions for companies and employees and placed new demands on career self-management and corporate initiative.

The Masters course Organizational Psychology provides, in the face of profound changes in life-, occupational-, and organizational models, support in dealing with the expected and existent problems. Students gain in-depth theoretical and methodological competences enabling them both in research and practice. Social systems may thus be successfully led: economically, socially responsibly and ecologically.

The Bremen curriculum meets these demands above all through:
• Interdisciplinary co-operation of the areas Labor & Organizational Psychology, Business and Labour science and
• A window provided in the 4th semester for a term of study or internship abroad.

The course prepares not only for a future career role in management, leadership, human resources or organizational development but also for tasks such as consulting, work analysis and preparation.

The interdisciplinary competences provide excellent qualifications for participants who will be able to take on responsibilities in many branches and institutional connections e.g. in the areas of health, industry, in administration and non-profit organizations.
Many thanks

We would most especially like to thank the following persons and institutions for their help and support in the organization of this International Conference, "Work, Identity and Globalization":

• Fachbereich 11 of the University of Bremen for financing of guest speakers and organizational support
• Anne Kristin Walentowski, Torre Wührmann, student assistants, for their invaluable help in organizing the conference
• Frau Beate Heitzhausen of the Praxisbüro im Fachbereich 11

The conference team
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You are welcome to contact us. We look forward to informing you.

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