

## Master Thesis

# The Role of Corporate Culture and Corporate Spirit in Enhancing Firm Performance

### Initial Position

In the midst of the war for talent, employees are increasingly seen as pivotal to a firm's success. This study turns its attention to the influence of corporate culture and its manifestation, corporate spirit, on stock returns. Corporate spirit, as the lived expression of corporate purpose, is intricately linked to corporate culture, acting as a tangible embodiment that drives financial outcomes. Preliminary findings reveal a significant positive impact, highlighting the financial rewards of a strong corporate spirit. Theoretically, this frames corporate culture and its expressions as essential to organizational achievement. Practically, it suggests that nurturing a vibrant corporate spirit is key to attracting talent and enhancing firm performance.

### Goal of the Thesis

Building on this existing study, the student will:

- Expand the theoretical framework and the literature review
- Conceptualize "Corporate Spirit"
- Deepen the preliminary data analysis
- Draw theoretical and practical implications
- Synthesize the results with actual case studies
- Optional: Conduct case-based interviews

## Prerequisites & Benefits

- At least one completed semester in your master program
- Language: English
- Building on an existing data set
- Optional: International academic conference attendance

## Interested?

Please contact Jonathan Matzinger ([jonathan.matzinger@unibe.ch](mailto:jonathan.matzinger@unibe.ch)), including your CV and grades.

Start date: Flexible, but the sooner the better!