

JULIA BRANDL

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ACADEMIC APPOINTMENTS

- 09/11- Full Professor of Human Resource Management and Employment Relations (Personalpolitik), Department of Organisation and Learning, University of Innsbruck
- 05/18-09/19 Visiting Professor, IAE Business School Buenos Aires
- 07/11-06/12 Part-time Visiting Professor, University of Gothenburg
- 11/10-08/11 Substitute Professor, German University of Administrative Sciences
- 10/09-02/10 Substitute Professor, University of Konstanz
- 01/09-09/09 Substitute Professor, University of the Federal Armed Forces, Munich
- 10/07-10/10 FWF Senior Researcher, WU Vienna
- 03/02-09/07 Research Assistant (-06/04) and Assistant Professor, Institute for Human Resource Management, WU Vienna

Guest teaching appointments: University of Lucerne/Switzerland, Zeppelin University/Germany, University of Arhus/Denmark, Gothenburg University/Sweden

RESEARCH AND TEACHING INTERESTS

My research and teaching aim to promote a pluralist HRM paradigm with particular attention to the role of the state in shaping HRM policies and career outcomes. My current research projects examine the salary transparency legislation in Austria and the standing of HRM practitioners. I mainly work with organizational institutional theory and Économie des conventions (EC).

EDUCATION

- 12/09 Habilitation and venia docendi (General Management), WU Vienna
- 05/04 Dr.rer.soc.oec. (with distinction), WU Vienna
- 09/98 Dipl.-Ver.wiss. (Diploma in Public Administration), University of Konstanz

HONORS AND AWARDS, GRANTS

- 2020 Human Resource Management Journal Highly Recommended Award Winner (together with Astrid Reichel and Isabella Scheibmayr)
- 2019 Entwicklung eines digitalen Stereotypen-Decoders, Austrian Workers Chamber, Vienna (€ 100.000)
- 2019 Arbeitgeberpositionierung in digitalen Stellenmärkten erschließen mit Textmining, Plansee SE (€ 45.000)
- 2017 Impact of the Austrian Equal Treatment Act on Pay Transparency, Austrian Workers Chamber, Vienna (€ 10.000)
- 2017 Sector-specific Requirements and Work-Life-Balance, Austrian Workers Chamber, Vienna (€ 20.000)
- 2015 Target Diversity Consulting Project Grant, General Electric Jenbach (€ 96.000)
- 2015 France Focus Travel Grant, University of Innsbruck

- 2011/12 Waernska Professorship 2011-12, University of Gothenborg (€ 25.000)
- 2010 Emerald Citation of Excellence Award
- 2009 Literati Network Awards for Excellence Highly Commended Award Winner
- 2007/08 Visiting Scholar, Department of Sociology, Stanford University
- 2008 Festo Fellow Award, WU Vienna (€ 20.000)
- 2007 FWF Research Grant (€ 133.000)
- 2007 Visiting Fellow Award, WU Vienna (€ 5.000)
- 2006 Best Paper Award by the City of Vienna (€ 7.000)
- 2006 Dr. Maria-Schaumayer-Fellowship by the Austrian Federal Reserve Bank (€ 36.300)
- 2006 High-Potential-Contact Weeks Award, WU Vienna (€ 1.500)
- 2005 Academic Research Collaboration (ARC), British Council Austria (€ 3.000)
- 2004 Research Grant, Anniv. Foundation by the City of Vienna, WU Vienna (€ 10.000)
- 2004 Assistant Project Grant, WU Vienna (€ 3.600)
- 2004 Dr. Maria-Schaumayer-Dissertation Award (€ 36.000)

EDITORIAL ACTIVITIES

- 2021- German Journal of Research in Human Resource Management, Co-Editor.
- 2018- Sociology of Conventions Book Series (Series Editors Rainer Diaz-Bone, Lisa Knoll), Springer VS, Wiesbaden, Editorial board member.
- 2016. Austrian Management Review. Editorial board member.
- 2015. Brandl, J.; Ehnert, I. & Keegan, A.: Paradoxes and Tensions in HRM. German Journal of Research in Human Resource Management, 29/3-4, Special Issue Co-Editor.
- 2014. Brandl, J., Daudigeos, T., Edwards, T. & Pernkopf-Konh usner, K.: Explorations of French conventionalism in bringing society back into organizational analysis. Journal of Management Inquiry 23/3, Special Issue Co-Editor.
- 2013- VHB-Best Paper Award, Jury Member of the HRM Section.
- 2012- German Journal of Research in Human Resource Management, Editorial board member.

SERVICE TO ACADEMIC COMMUNITY (2008-)

- 2020- Alpine PhD Conference in Management, Obergurgl, Co-Convenor.
- 2019. Conventions@Work, 10th Sociology of Conventions Workshop, University of Innsbruck, Convenor.
- 2018. LAEMOS, Buenos Aires, International Advisory Committee Member.
- 2017- Liaison Professor for the Hans-B ockler-Stiftung at the University of Innsbruck.
- 2016-8. DFG Network Microfoundations of Institutions, Member.
- 2016. Institutions and Conventions, 6th Sociology of Conventions Workshop, University of Innsbruck, Co-convenor.
- 2015. A Paradox Perspective on HRM Tensions, 9th Dutch HRM Network Conference, Utrecht, Track Co-convenor.
- 2013. Organizations, Conventions and Society, 1st Sociology of Conventions Workshop, Initiator and Coorganizer, University of Innsbruck.

2013. Doctoral Consortium, Facilitator, 8th Dutch HRM Network Conference, Leuven.
- 2013-5 Austrian Early Scholars Workshop in Management, Facilitator, Linz.
- 2011/13. Paradoxes in HRM, Workshop Series, Initiator and Co-organizer, University of Innsbruck
- 2011- HR Forum, Initiator and Co-organizer of the Extra-Curricula Research Seminar Series, University of Innsbruck.
2011. Sharpen the tools: Institutional Approaches to Organisation Studies (Sub-theme 31), Convenor, EGOS Conference, Gothenburg.
2010. Values, Valuation and the Goals of Organizations, Workshop Organizer, WU Vienna, Vienna.
2010. Dare or Duty? The “Caring” Role and Other Tensions in Contemporary HR, Caucus Organizer, Academy of Management Conference, Montreal.
2009. Inhabited Institutions, Panelist, Professional Development Workshop, Academy of Management Conference, Chicago.
- 2008-10. Management and Society Research Colloquium, Founder and Co-Chair, Vienna University of Economics and Business.
2008. Diversities influencing HRM, Co-convenor, European Academy of Management Conference, Ljubljana.
- Referee Human Resource Management Journal, Human Resource Management (US), Human Relations, Journal of Management Studies, Personnel Review, British Journal of Management, Organization Studies, Organization, International Journal of Human Resource Management, Scandinavian Journal of Management, R&D Management, Management Revue, Management Research News, Academy of Management Conference, European Academy of Management Conference, Wissenschaftliche Kommission Organisation des VHB, Hans-Böckler-Stiftung, German Journal of Research in Human Resource Management, ÖNB Anniversary Fund

External Participant in various University hiring committees.

SERVICE TO THE FACULTY (UNIVERSITY OF INNSBRUCK)

- 2014-7 Establishment of the Career Services of the University of Innsbruck, Project Partner.
2016. Improving hiring processes, Project Seminar in Cooperation with UMIT, Project Leader.
- 2015- Innsbrucker Personaldialog (Annual Transfer Workshop for HR Practitioners), Co-founder.
2015. Public relations work group, School of Management, Member.
- 2014-7 Faculty council, Member.
- 2013- Platform Organizations & Society, Steering Committee Member.
- 2013/14. Hiring committee “Professorship in Organization Studies”, Committee Leader.
- Member in various hiring and in ‘habilitation’ committees at the University of Innsbruck.

DISSERTATION SUPERVISION

- Ali, Qamar. Unpacking the routines of hiring in Pakistan: A conventionalist perspective.
- Appleby, Kaitin. Diversity management in practice.
- Chaudhry, Zubair. Diversification of the labor force (working title).
- Gabl, Sabrina. Paradoxes in branding. (co-supervision)

- Hamid, Zeeshan. Male IT professionals in Pakistan: experiences of work and non-work life conflicts (working title).
- Kohlberger, Martina. Aging Workforce. HR Strategies to improve the perceived image of older workers in manufacturing (working title).
- Lovasz-Wechsler, Melanie. Back to work programs after maternity leave (working title).
- Molnar, Lenke Laura. Salary communication and the labor market (working title).
- Moritz, Andrea. Women on board: the selection process of board of directors.
- Pernkopf, Katharina. Convention Theory and the Evaluation of HR Systems.
- Schneider, Anna. Handling the clash between production & consumption: Front-line service worker's multiple rationalities in interactive service work.
- Steurer, Michael. Performance measurement as a social process.
- Tobias, Yvonne. The coming into being of network organizations. (co-supervision)
- Weinbauer, Ina. Die Verbreitung von Transferpraktiken in Österreich Eine neoinstitutionalistische Betrachtung des Research-Practice-Gaps der Transferforschung. (co-supervision)

PEER REVIEWED ARTICLES

1. Brandl, J. (online first). Frames of reference in managing employment from the perspective of economics of conventions. *Industrial Relations*. <https://doi.org/10.1111/irel.12305>
2. Brandl, J., Keegan, A. & Kozica, A. (2022): When less is more: HRM implementation, legitimacy, and decoupling. *Human Resource Management Journal*, 32(1) 247-260.
3. Brandl, J., Yilmaz, L. & Schönherr, B. (2021): Gender differences in pre-career salary estimations. A classroom experiment with job offers based on the pay transparency reform in Austria. SSRN: <http://dx.doi.org/10.2139/ssrn.3796934>.
4. Pradies, C.; Aust, I.; Bednarek, R.; Brandl, J.; Carmine, S.; Cheal, H.; Pina e Cunha, M.; Gaim, M.; Keegan, A.; Lê, J. K.; Miron-Spektor, E.; Nielsen, R. K.; Pouthier, V.; Sharma, G.; Sparr, J. L.; Vince, R.; Keller, J. (2021): The Lived Experience of Paradox: How Individuals Navigate Tensions during the Pandemic Crisis. In: *Journal of Management Inquiry* 30(29), 154-167.
5. Schneider, A.; Bullinger, B.; Brandl, J. (2021): Resourcing under tensions: How frontline employees create resources to balance paradoxical tensions. In: *Organization Studies*, 42(8), 1291-1317.
6. Reichel, A., Scheibmayr, I. & Brandl, J. (2020): The HR Lady is on Board. Untangling the link between HRM's feminine image and HRM's board representation. In: *Human Resource Management Journal* 30(4), 586 - 603.
7. Brandl, J., Dreher, J. & Schneider, A. (2020) 'The HR Generalist is Dead': A Phenomenological Perspective on Decoupling. In: Hack, P.; Sieweke, J.; Wessel, L. (Ed.): *Microfoundations of Institutions*. Bingley: Emerald Group Publishing (Research in the Sociology of Organizations, 65A), 85 - 97.
8. Brandl, J., Kozica, A., Pernkopf, K. & Schneider, A. (2019): Flexible Work Practices: Analysis from a Pragmatist Perspective. In: *Historical Social Research*. 44(1), 73 - 91.
9. Keegan, A., Brandl, J. & Aust, I. (2019): Tensions in Managing Human Resources: Insights from Paradox Theory. *German Journal of Human Resource Management*. 33(2), 79 - 95.
10. Ali, Q. & Brandl, J. (2018): How Complex Domination Enables Selection: Academic Hiring Conventions in a Pakistani University. In: *European Journal of Cultural and Political Sociology*. 5(1-2), 140 - 164.

11. Ali, Q.; Brandl, J. (2017): HRM Research in Pakistan: Existing Approaches and Future Directions. In: *Journal of Management Sciences* 4(2), 170 - 192.
12. Brandl, J. & Bullinger, B. (2017): Individuals' Considerations when Responding to Competing Logics. Insights from Identity Control Theory. In: *Journal of Management Inquiry* 26(2), 181 - 192.
13. Brandl, J.; Schneider, A. (2017): Headquarters-Subsidiary Relationships from a Convention Theory Perspective: Plural Orders of Worth, Arrangements and Form-Giving Activities. In: Dörrenbacher, C; Geppert, M: *Multinational Corporations and Organization Theory: Post Millennium Perspectives*. Bingley: Emerald Group Publishing (Research in the Sociology of Organizations, 49), 295 - 324.
14. Bacouël-Jentjens, S., & Brandl, J. (2015). Cross-cultural responses to performance appraisals in Germany and France: A refinement of the picture. *International Journal of Cross-Cultural Management*, 1-20.
15. Aust, I, Brandl, J. & Keegan, A. (2015): State-of-the-art and future directions for HRM from a paradox perspective: Introduction to the Special Issue. In: *Zeitschrift für Personalforschung*, 29/3-4, 194 – 213.
16. Kozica, A.; Brandl, J. (2015): Handling paradoxical tensions through conventions: the case of performance appraisals. In: *Zeitschrift für Personalforschung*, 29/1, 49 – 68.
17. Brandl, J. (2015): Die Macht der Worte. *Austrian Management Review*. 5. S. 94-102.
18. Brandl, J., Daudigeos, T., Edwards, T. & Pernkopf-Konhäsner, K. (2014): Explorations of French Conventionalism in Bringing Society back into Organizational Analysis: Introduction to the Dialog. In: *Journal of Management Inquiry* 23(3): 314 - 318.
19. Kozica, A.; Brandl, J.; Kaiser, S. (2013): Verwaltungsberatung: Wie lernen öffentliche Verwaltungen aus externer Beratung? In: *Der Moderne Staat. Zeitschrift für Public Policy, Recht und Management Sonderheft 1/2013*, 305 – 324.
20. Reichel, A., Brandl, J. & Mayrhofer, W. (2013): New Captain but a Sinking Ship? The Influence of HR Director's Gender on the Status of the HR Department – a Longitudinal Study. In: Parry E., Stavrou E. and Lazarova M. (eds). *Global Trends in Human Resource Management*. London: Palgrave Macmillan.
21. Pernkopf-Konhäsner, K. & Brandl, J. (2011): Variations in Evaluative Repertoires: Comparing Employee Perspectives on Training and Development in Germany and Russia. *Personnel Review*, 40(5), 589-606.
22. Brandl, J. & Pohler, D. (2010): The Role of the Human Resource Department and Conditions that Affect its Development: Explanations from Austrian CEOs. *Human Resource Management*, 49 (6): 1027-1049.
23. Pernkopf-Konhäsner, K. & Brandl, J. (2010): How Should Human Resources Be Managed? From Comparing Models of Staff Development in Germany and Russia. *European Journal of Cross-Cultural Competence and Management*, 4 (10): 356 – 377.
24. Reichel, A., Brandl, J. & Mayrhofer, W. (2010): The Strongest Link: Legitimacy of Top Management Diversity, Sex Stereotypes and the Rise of Women in HRM 1995 - 2004. *Management Revue*, 21 (3): 332-352.
25. Reichel, A., Brandl, J. & Mayrhofer, W. (2009): Departmental Status in Light of a Growing Proportion of Female Staff: the Case of Human Resource Management. *European Journal of International Management*, 3 (4): 457-477.
26. Brandl, J. & Bullinger, B. (2009): Reflections on the Societal Conditions for the Pervasiveness of Entrepreneurial Behavior in Western Societies. *Journal of Management Inquiry*, 18 (2): 159-173.

27. Brandl, J. & Neyer, A.-K. (2009): Applying Cognitive Adjustment Theory to Cross-Cultural Training for Global Virtual Teams. *Human Resource Management*, 48 (3): 341-451.
28. Brandl, J., Madsen, H. & Madsen, M.T. (2009): The Perceived Importance of HR Duties to Danish Line Managers. *Human Resource Management Journal*, 19 (2): 194-210.
29. Brandl, J. & Kugler, A. (2009): Rationalität betrieblicher Gesundheitsförderung in der Unternehmenskommunikation. Eine Analyse von Begründungen für Gesundheitsförderungsprogramme in Österreich. *Zeitschrift für Personalforschung*, 23 (1): 78-92.
30. Brandl, J., Mayrhofer, W. & Reichel, A. (2008): The Influence of Social Policy Practices and Gender Egalitarianism on Strategic Integration of Female HR Directors. *International Journal of Human Resource Management*, 19 (11): 2113-2131.

Reprint: Brandl, J.; Mayrhofer, W.; Reichel, A. (2011): The Influence of Social Policy Practices and Gender Egalitarianism on Strategic Integration of Female HR Directors. In: Lazarova, Mila B.; Morley, Michael J.; Tyson, Shaun: *International Human Resource Management. Policy and Practice*. London; New York [u.a.]: Routledge, 119 - 137.
31. Brandl, J. & Fink, M. (2008): Hat die Betriebsgröße einen Einfluss auf das Spektrum der Maßnahmen zur betrieblichen Gesundheitsförderung? *Zeitschrift für KMU & Entrepreneurship*, 56 (3): 127-147.
32. Brandl, J., Fink, M. & Kraus, S. (2008): Voluntary Health Care Management in SMEs. *International Journal of Business Research*, 8 (1): 61-72.
33. Brandl, J., Kugler, A. & von Eckardstein, D. (2008): Betriebliche Gesundheitsförderung in der Praxis: Wie vorbildlich sind Vorzeigebetriebe? *Zeitschrift Führung & Organisation*, 77 (4): 226-232.
34. Maier, F. & Brandl, J. (2008): They're Natural and Everywhere: How Evaluative Practices Permeate the Organization. *BuR - Business Research*, 1 (1): 78-92.
35. Brandl, J. & Welpel, I. (2008): Ignoranz neuer Steuerungskonzepte in der Managementpraxis: Woher kommt sie und wie kann sie überwunden werden? *Betriebswirtschaftliche Forschung und Praxis*, 60 (1): 65-78.
36. Brandl, J., Mayrhofer, W. & Reichel, A. (2008): Equal, but Different? The Impact of Gender Egalitarianism on the Integration of Female/Male HR Directors. *Gender in Management: An International Journal*, 23 (1): 67-80.
37. Brandl, J., Fink, M., & Kraus, S. (2008): Activities and Evaluation Criteria of Human Resource Departments. *Human Resource Management (Polish Edition)*, 60 (1): 67-88.
38. Brandl, J., Mayrhofer, W. & Reichel, A. (2007): Gender Egalitarian Culture and Differences in Strategic Integration among Women and Men in HR Director Positions. *Management Research News*, 30 (9): 634-645.
39. Brandl, J., & Güttel, W. (2007): Organizational Antecedents of Pay for Performance Systems in Nonprofit Organizations. *Voluntas*, 18 (2): 176-199.
40. Brandl, J., Güttel, W., Konlechner, S. & von Eckardstein, D. (2007): Performance Management in Nonprofit-Organisationen – Eine Replik zum Praktiker-Kommentar von Ulrich Drost. *Zeitschrift für Personalforschung*, 21 (2): 258-260.
41. Brandl, J., Güttel, W., Konlechner, S., Beisheim, M., von Eckardstein, D. & Elsik, W. (2006): Entwicklungsdynamik von Vergütungssystemen in Nonprofit-Organisationen. *Zeitschrift für Personalforschung*, 20 (4): 356-374.
42. Brandl, J. & Welpel, I. (2006): Ursachen der Ablehnung von Human Capital Management seitens der Unternehmensführung. *Die Betriebswirtschaft*, 66 (5): 540-558.

43. Brandl, J. & Klinger, S. (2006): Der Feldzugang zu Eliten. *Österreichische Zeitschrift für Soziologie*, 31 (1): 44-65.
44. Brandl, J. (2005): Die Legitimität von Personalabteilungen. Eine Rekonstruktion aus Sicht der Unternehmensleitung. *Zeitschrift für Personalforschung*, 19 (4): 417-419.

BOOKS

45. Brandl, J., Kozica, A. (forthcoming): Betriebliche Personalpolitik. Eine konventionensoziologische Einführung. Wiesbaden. Springer VS. Reihe Konventionentheorie (Hg. Diaz-Bone, R. & Knoll, L.).
46. Brandl, J. (2005): Die Legitimität von Personalabteilungen: eine Rekonstruktion aus Sicht der Unternehmensleitung. *Personalwirtschaftliche Schriften Band 22* (Hg. Von Eckardstein, D. & Neuberger, O.), München/Mering: Rainer Hampp Verlag.

PEER REVIEWED BOOK CHAPTERS

47. Brandl, J. (forthcoming): Economics of Conventions and Human Resource Management. In: Diaz-Bone, R.; de Larquier, G. (Eds.): *Handbook of Economics and Sociology of Conventions*.
48. Brandl, J., Keegan, A., & Aust, I. (forthcoming): A Paradox Perspective on Line Manager HRM Involvement. In: Townsend, K.; Bos-Nehles, A.; Jiang, K.: *Handbook of Research on HRM and Line Managers*. Cheltenham: Edward Elgar (Elgar Introductions to Management and Organization Theory).
49. Keegan, A., Brandl, J. & Aust, I. (2019): Human Resource Management and Paradox Theory. In: McDermott, A, Dundon, T., Townsend, K. & Cafferkey, K.: *Theories in Human Resource Management*. Cheltenham: Edward Elgar (Elgar Introductions to Management and Organization Theory).
50. Brandl, J. (2019): Diversifizierte Individualität? Personal und Organisation im Wandel. In: Apelt, M., Bode, I., von Groddeck, V., Hasse, R., Meyer, U., Wilkesmann, M. & Windeler, A.: *Handbuch Organisationssoziologie*. Wiesbaden: Springer VS.
51. Kozica, A., Kaiser, S. & Brandl, J. (2018): Organisationslernen. In: Veit S., Reichard C., Wewer G. (eds) *Handbuch zur Verwaltungsreform*. Springer Reference Sozialwissenschaften. Springer VS, Wiesbaden. https://doi.org/10.1007/978-3-658-21571-2_62-1
52. Brandl, J., Bos-Nehles, A. & Aust, I. (2018): Organizing HRM in a Comparative Perspective. In: Brewster, C., Farndale, E. & Mayrhofer, W. (Eds.): *Handbook of Research in Comparative Human Resource Management*. 2nd Edition. Edward Elgar Publishing. Cheltenham. S. 322 - 338.
53. Aust, I., Brandl, J., Keegan, A. & Lensges, M. (2017): Tensions in Managing Human Resources: Introducing a Paradox Framework and Research Agenda. In: Smith, Wendy K.; Lewis, Marianne W.; Jarzabkowski, Paula; Langlely, Ann: *The Oxford Handbook of Organizational Paradox*. Oxford: Oxford University Press, 413 - 433.
54. Brandl, J. & Kozica, A. (2017): Grenzen der Leistungsgerechtigkeit in Personalbeurteilungen. Eine (erweiterte) konventionstheoretische Betrachtung. In: Aulenbacher, Brigitte; Dammayr, Maria; Dörre, Klaus; Menz, Wolfgang; Riegraf, Birgit; Wolf, Harald: *Leistung und Gerechtigkeit. Das umstrittene Versprechen des Kapitalismus*. Weinheim: Beltz Juventa (= Arbeitsgesellschaften im Wandel), 301 - 319.
55. Kozica, A.; Brandl, J. (2016): Organisationales Gedächtnis und Konventionen: Über Hypothesen, Akteure und Rechtfertigung. In: Leonhard, N.; Dimbath, O.; Haag, H.; Seebald, G.: *Organisation und Gedächtnis*. Wiesbaden: Springer VS (= Soziales Gedächtnis, Erinnern und Vergessen - Memory Studies), 15 - 38.
56. Brandl, J. & Kozica, A. (2015). Coping with institutional complexity through conventions: An empirical case study. *Proceedings des 37. Kongress der Deutschen Gesellschaft für Soziologie "Routinen der Krise – Krise der Routinen"*. Trier.

57. Brandl, J. & Pernkopf, K. (2015): Personalarbeit aus Perspektive der Soziologie der Konventionen. In: Knoll, L. (ed.): Organisationen und Konventionen. Wiesbaden: Springer VS (Reihe Organisationssoziologie), Bd. II, 301 – 323.
58. Reichel, A., Brandl, J. & Mayrhofer, W. (2013): New Captain but a Sinking Ship? The Influence of HR Director's Gender on the Status of the HR Department – a Longitudinal Study. In: Parry E., Stavrou E. and Lazarova M. (eds). Global Trends in Human Resource Management. 35-53. London: Palgrave Macmillan.
59. Brandl, J., Ehnert, I. & Nehles, A. (2012): Human Resource Management Organization in a Comparative Perspective. In: Brewster, C. & Mayrhofer, W. (Eds.): Handbook of Research in Comparative Human Resource Management. Edward Elgar Publishing. Cheltenham.
60. Brandl, J. & Bullinger, B. (2012): Der institutionelle Entrepreneur: Eine phänomenologische Perspektive auf unternehmerisches Handeln. In: Dreher, J. (Ed.): Angewandte Phänomenologie. Protozoologische Analysen im Spannungsfeld von Konstruktion und Konstitution. 227 - 253. VS Verlag für Sozialwissenschaften. Wiesbaden.
61. Reichel, A., Brandl, J. & Mayrhofer, W. (2010): Gender Egalitarian Values, Institutional Equalization and Role Differences among Female and Male HR Managers. In: Benson, P. (Ed.): Emerging Themes in International Management of Human Resources. Information Age Publishing. Greenwich, Con.
62. Brandl, J. & Fink, M. (2009): Voluntary Corporate Health Promotion as Strategic Function of HRM: Comparing SMEs and Large Companies? In: Kraus, S. & Fink, M. (Eds.): The Management of Small and Medium Enterprises: 142-158. Routledge. London.
63. von Eckardstein, D., Brandl, J., Maier, H. & Thumer, R. (2008): Human Resource Management in Austria: Behavioral School of Thought. In: Scholz, C. (Ed.): European Perspectives of Human Resource Management: 37-74. Routledge. Oxford.
64. Brandl, J. (2007): Warten auf den Erfolg. Eine neoinstitutionalistische Interpretation der Ursachen von eskalierendem Commitment am Beispiel der Einführung von Personalentwicklungsprogrammen. In: Langenohl, A. & Schmidt-Beck, K. (Eds.): Markt-Zeit: Soziale und kulturelle Dimensionen von Temporalität: 75-94. Metropolis. Marburg.
65. Brandl, J. & Bullinger, B. (2007): Entrepreneurship als Institution: Gesellschaftlicher Kontext und individuelle Perspektiven. In: Fink, M., Almer-Jarz, D. & Kraus, S. (Eds.): Sozialwissenschaftliche Aspekte des Gründungsmanagements. Die Entstehung und Entwicklung junger Unternehmen im gesellschaftlichen Kontext: 52-68. Ibidem. Hannover.
66. Brandl, J. & Maier, F. (2007): Development of Audit Objectives in the People's Republic of China. In: Sharpe, D., Hasegawa, H. (Eds.): New Horizons in Asian Management: Emerging Issues and Critical Perspectives: 183-200. Palgrave MacMillan. New York.
67. von Eckardstein, D. & Brandl, J. (2004): Human Resource Management in Nonprofit Organizations. In: Zimmer, A., Priller, E. (Eds.): Future of Civil Society. Making Central European Nonprofit Organizations Work: 297-314. VS Verlag für Sozialwissenschaften. Wiesbaden.
68. Gmür, M. & Brandl, J. (2003): Die Steuerungsfähigkeit wieder erlangen - die Balanced Scorecard für das Management von Non-Profit-Organisationen. In: Scherer, A., Alt, J.M. (Eds.): Balanced Scorecard in öffentlicher Verwaltung und Non-Profit-Organisationen: 27-42. Schaeffer-Poeschel Verlag. Stuttgart.

ENCYCLOPEDIA ENTRIES

69. Brandl, J.; Matzler, K. (2016): Employee Satisfaction. In: Miller, Harold: SAGE Encyclopedia of Theory in Psychology. Thousand Oaks [u.a.]: Sage Publications, 289 - 291.
70. Brandl, J. (2009): Personalmanagement-Audit. In: Scholz, C. (Ed.): Vahlens Großes Personallexikon. Verlag Vahlen. München.

BOOK REVIEWS

71. Brandl, J. (2014): Meyer, Marshall W.; Zucker, Lynne G. (1989: Permanently failing organizations. Newbury Park: Sage). In: Köhl, Stefan: Schlüsselwerke der Organisationsforschung. Dordrecht - Heidelberg - London - New York - Berlin: Springer.
72. Brandl, J. (2014): Dalton, Melville (1959: Men who manage. Fusions of feeling and theory in Administration. New York: Wiley). In: Köhl, Stefan: Schlüsselwerke der Organisationsforschung. Dordrecht - Heidelberg - London - New York - Berlin: Springer.
73. Brandl, J. (2013): "Über die Rechtfertigung wirtschaftlichen Handelns. CO2-Handel in der kommunalen Energiewirtschaft" by Lisa Knoll. In: economic sociology_the european electronic newsletter 14/3, 53 - 55.

TRANSFER ORIENTATED PUBLICATIONS

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