

Department	Management
Master thesis/project title:	The Role of Reward Management and Organisational Citizenship Behaviour in Strategy Effectiveness
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Thesis background:	Organizational citizenship behavior (OCB) can be described as discretionary or ‘extra-role’ behavior that goes beyond the stated requirements of a job description. Although it is not formally rewarded by an organization, it can have a number of important efficiency and effectiveness benefits for an organization and contribute to competitive advantage, according to recent research. Consequently, organizations may want to pay careful attention to promoting such behavior. Reward management is concerned with the policies, processes, and strategies needed to guarantee that the contribution of employees to the organization is acknowledged by both economical and non-economical means. It is related to the design, employment, and maintenance of the reward systems whose purpose is to satisfy the requirements of the organization, as well as the employees and other organization stakeholders
Thesis objective:	This research aims to explore the impact of different rewards types and organizational citizenship behavior on strategy effectiveness.
Literature:	<ul style="list-style-type: none"> • Thomas, L., Ambrosini, V., & Hughes, P. (2017). The role of organizational citizenship behaviour and rewards in strategy effectiveness. <i>The International Journal of Human Resource Management</i>, 1–30. • Korsgaard, M. A., Meglino, B. M., Lester, S. W., & Jeong, S. S. (2010). Paying you back or paying me forward: Understanding rewarded and unrewarded organizational citizenship behavior. <i>Journal of Applied Psychology</i>, 95(2), 277–290. doi:10.1037/a0018137 • Alkahtani, A. (2015). Organizational Citizenship Behavior (OCB) and Rewards. <i>International Business Research</i>, 8(4).