

Bachelor Thesis – Info Session



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12.04.2023



Agenda

i. Basics

ii. Supervisors

iii. Q&A

Prerequisites for Supervision

- **The following Common Body of Knowledge (CBK)**

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preferat

3. IMM

LV-Titel	LV-Typ	ECTS	SSt
Accounting & Management Control I	LVP	6	3
Accounting & Management Control II*	LVP	6	3
Betriebliche Informationssysteme I	LVP	4	2
Angewandte Mikroökonomik	PI	4	2
Internationale Makroökonomik	PI	4	2
Wirtschaft im rechtlichen Kontext - Wirtschaftsprivatrecht I	LVP	4	2
Statistik	VUE	4	2
Introduction to Business Communication (Studienplan BaWISO 2012: Fremdsprachliche Wirtschaftskommunikation 1)	LVP(PI)	4	2
Zukunftsfähiges Wirtschaften I	VUE	4	2

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- **The following**

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How to find a topic? (i)

Two options:

- Pick a company for a case study

OR

- Select a topic of your interest (and of your potential supervisor's interest!)

In both cases please make sure that topic stays within the

IMM's research focus

<https://www.wu.ac.at/en/imm/research-platform>

How to find a topic? (ii)

- Get in contact with a faculty member and discuss your topic
- For an overview of the research focus of the faculty members visit **IMM research platform** (<https://www.wu.ac.at/en/imm/research-platform>) or the **personal webpage of each faculty member** (<https://www.wu.ac.at/en/imm/about-imm/imm-team>)
- Open topics (*when available*) are sent out via the students' mailing list

Some basics

- Prove that you are able to work on a topic in a **structured and systematic manner**
- Ensure **linguistic correctness**
- Time for completion: usually **6 months**
- If significant progress is not made within this period, you risk to get **deregistered**
- Possible that two students can work on same topic (with different emphasis for each student)
- **Detailed guidelines for theses: IMM-Homepage**
(<https://www.wu.ac.at/en/imm/student-platform/bachelor/paper>)

Further considerations

- **WU library** offers several services, such as trainings, research consultations and Fit4Research (an e-learning program).
- On **LEARN** you will find useful step by step information and tips for your thesis process in the **Student Support Area** (<https://learn.wu.ac.at/open/student-support/wissarbeiten>).
- For a large variety of books on the subjects available at WU library check out the **further readings** on **LEARN** (https://learn.wu.ac.at/open/student-support/further_reading).
- Check out **reference management softwares** (like Endnote, Citavi)
 - <https://www.wu.ac.at/en/library/services/wu-students/consultation/reference-management-software>

Finishing your thesis

- Hand in thesis via **Learn@WU** for the plagiarism check
- Find all relevant information about plagiarism and its consequences here:
[https://www.wu.ac.at/fileadmin/wu/h/students/Pruefungsorganisation/Formulare/Formulare Bachelor/DIR Plagiarism M%C3%A4rz 2019.pdf](https://www.wu.ac.at/fileadmin/wu/h/students/Pruefungsorganisation/Formulare/Formulare_Bachelor/DIR_Plagiarism_M%C3%A4rz_2019.pdf)
- Make sure to include the official (!) cover sheet which can be found at WU homepage (<https://www.wu.ac.at/studierende/mein-studium/bachelorguide/bachelorarbeit/>)

!! We do not need a hardcopy !!

What is different for **BBE students**?

- BBE students need to follow IMM's bachelor thesis guidelines and of the particular guidelines indicated by their study.
- A detailed description of the BBE bachelor thesis process is offered in the following link: <https://www.wu.ac.at/en/students/my-program/bachelors-programs/business-and-economics/bachelors-thesis>
- Particular general criteria (i.e. number of references) and methodological aspects (i.e. number of interviews/questionnaires) that apply for BBE students can be found in the IMM homepage (<https://www.wu.ac.at/en/imm/student-platform/bachelor/paper>).

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■ Teaching focus:

- Global Marketing Strategy

■ Research focus:

- Global Marketing: Cross-Country Differences in Terms of Corporate Online Strategies and Consumer Behavior

■ Requirements:

- Different empirical research methods are welcome, incl. systematic literature reviews and case studies

■ Open topics:

- Not at the moment - but open to interesting suggestions



■ Teaching focus:

- International Marketing, Doing Business in Africa

■ Research focus:

- Counterfeit products
- AI & Education, Talent Management & Education, Lifelong Learning

■ Requirements:

- Independent thinkers & workers wanted, interest & enthusiasm for the topic

■ Open topics:

- Not at the moment, are sent out via e-mail-list



■ Teaching focus:

- Global Business Planning (IMM-Bachelor)
- Qualitative Research Methods (PhD)

■ Research focus:

- Enforcing sustainable consumer behavior and marketing management – preferably in an international context

■ Requirements:

- Openness towards empirical research methods (qual/quant) and systematic literature review

■ Open topics:

- Not at the moment, but feel free to propose your own topic within the range of the research focus



Gina Villanueva-Weinzierl

■ Teaching focus:

- Academic Writing Techniques (ART) & Ethics

■ Research focus:

- Cross Functional Integration/ New Product Development
- Disruptive Innovation

■ Requirements:

- communicative, timely delivery of material;
- positive attitude to critical feedback, strong command of English

■ Open topics:

- Case development for specific companies
- Literature Review on New Product Development & Disruptive Innovation
- Strategic Audit of Cross Functional Areas (Marketing, Finance, Supply Chain)



▪ Teaching focus:

- International Marketing

▪ Research focus:

- Sustainable consumer behavior and brand activism in international context

▪ Requirements:

- Interest for the topic
- Independent thinkers and workers
- Time delivery of material

▪ Open topics:

- Not at the moment, but feel free to propose your own topic within the range of the research focus



- **Teaching focus:**

- International Marketing in Asia

- **Research focus:**

- Consumer Psychology
- (International) Advertising
- Green Mobility

- **Requirements:**

- Curiosity, creativity, openness towards research methods (qual/quant), interest for the topic

- **Open topics:**

- Not at the moment - but open to any interesting suggestions



Milos Ivanis

■ Teaching focus:

- Applications in International Marketing Management

■ Research focus:

- Consumer culture theory (CCT)
- Generative artificial intelligence (GenAI)
- Innovative qualitative research methods

■ Requirements:

- Proficiency in English, critical thinking, curiosity, willingness to embrace diverse research methods (be it quantitative or qualitative), punctual delivery of work, positive attitude to constructive feedback

■ Open topics:

- You are welcome to suggest any topic within the scope of the research focus. Feel free to send me an email: milos.ivanis@wu.ac.at



**MORE INFO
& CONTACT**



short.wu.ac.at/milos

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