



BUSINESS & SOCIAL SCIENCES

Master Thesis (in the IB Lines)

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Master Thesis: Administrative Procedures....

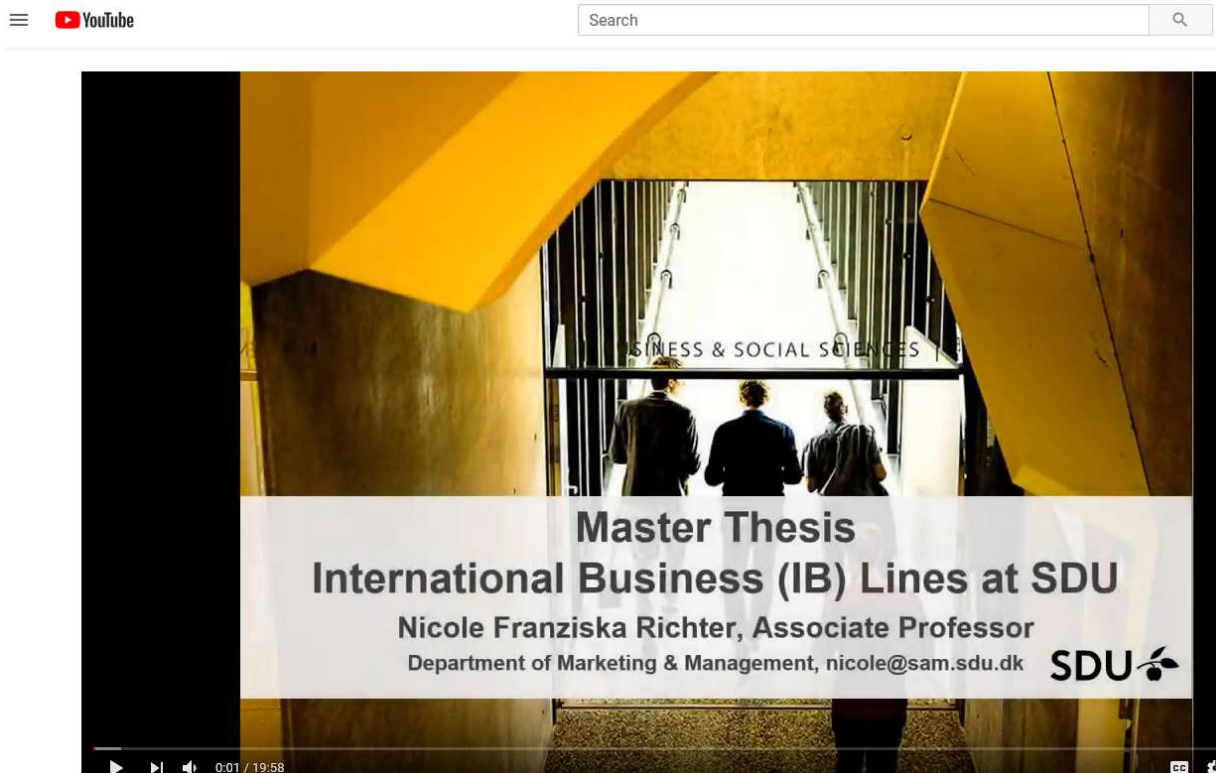
You will find all information you need here:

https://mitsdu.dk/en/mit_studie/kandidat/cand_merc_odense/speciale

- enrolment and **allocation of supervisor*** by research group heads (here: Martin Hannibal)
- ***get in touch!**
- can be done individually or in a **group of two students**



Additional inspiration: team projects and defense videos



Consider going for a master thesis in team! It fits market needs, you have a partner, you can go for a bigger / more interesting project! Experience shows, team projects are more successful!

<https://www.youtube.com/playlist?list=PLQ7p87-WcUx0W3DIQaUP8xj6l3sE60t4P>
Search for: “nicole richter sdu master thesis” in Youtube to see the channel with examples of defense presentations!

Open topics / supervisors

- Internationalization into and from **emerging markets**
 - Divestment and relocation of investments
 - **Business negotiations** in a cross-cultural context
 - **Responsible Management** and Sustainable Supply Chain Management
 - **Responsible business practices** in IB and entrepreneurship
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- International entrepreneurship in an age of **industry 4.0**
 - **Digital business models** and IoT platforms
 - **Responsible Management** and Sustainable Supply Chain Management
 - **Responsible business practices** in IB and entrepreneurship



YI WANG



**MARTIN
HANNIBAL**

Open topics / supervisors

- Entrepreneurial culture, institutions, and growth aspirations
- Comparative (international) **entrepreneurship**
- The role of Institutional drivers in entrepreneurial action
- The role of individual cognition in entrepreneurial outcomes
- Early internationalisation of startups
- **Strategic human capital**
- **Antecedents of innovation outcomes** in new ventures
- **Family business**



**VICTOR
MARTIN-
SANCHEZ**

Open topics / supervisors

- International **migration**
- Migrant entrepreneurship and intrapreneurship
- Refugee entrepreneurship
- Transnational and diaspora **entrepreneurship**
- Cosmopolitan entrepreneurship and global venturing
- **Diaspora** networks in IB
- Diasporas in global marketing
- Central Asian business
- Internationalization from and to emerging/transition economies
- Brain circulation, drain, gain and waste
- Russophone diaspora/transnational business
- **Sustainability and social business aspects**



**MARIA
ELO**

Open topics / supervisors

- The implementation of **SDG initiatives** as a standardization of social responsibility efforts
- The effects and challenges of implementing SDG initiative in SMVs

- Cross-border commuting – practices, challenges and opportunities
- **Leadership**
- **Organizational culture**
- **Social business**



**METTE
KRISTENSEN**



**INGO
WINKLER**

Open topics / supervisors

Call for thesis on: TINY HOUSE STUDIES

Context	Tiny houses are self-contained houses with a living space of less than 50 m ² . Demand for these houses has risen sharply in the UK/US as well as in Germany. The rise in interest is mirrored by a fast-increasing YouTube presence of channels either entirely dedicated to the subject or occasionally reporting on it.
Scope	3 projects focusing on: Germany, UK US. Either individually or as a group of two students.
Possible Research questions	1. What motivates people to buy or build a Tiny House? 2. How important is the aspect of sustainability for them? 3. How important is the aspect of breaking conventions for them? 4. How important is the aspect of minimalism for them? How do they understand minimalism?
Data collection	30 YouTube videos presenting Tiny Houses, giving voice to owners
Data analysis	Co-ordinated qualitative analysis with NVivo
Rough time plan	1 st Dec: Start of project Week 49: Project meeting, setup, Q&A December: Literature study January: Data collection February-March: Data analysis with regular meetings April: Writing up
Requirements for German study	Native speaker of German or non-native speaker with excellent command of colloquial German
Requirements for English study	Native speaker of English or non-native speaker with excellent command of colloquial English
Requirements for both	Attendance of regular (Zoom or presence) meetings during the data analysis phase



ELKE WEIK

General areas of interest:

- **Organization:** Organizational structure, re-structuring, organizational culture, organizational change, organizational theory
- **Management:** Control, leadership, diversity
 - Political/critical reflection: discrimination, marginalization, voice, identity

Open topics / supervisors

- Various topics and special expertise on **marketing-related topics**



**STEPHEN
ROSENBAUM**



**NICOLE
RICHTER**

- HRM practices that boost the integration success of migrants in Denmark (2 students)
(pre-requisite: knowledge of PLS-SEM, at least one native Danish speaker)
- Necessary condition analysis in International Business
(pre-requisite: knowledge of NCA, good level of English and presentation skills)
- Sales forecasting in the fashion industry
(pre-requisite: knowledge of PLS-SEM, basic German skills are advantageous)

General ideas / supervisors

- International **market expansion/selection** of product Y for company X, including a strategic plan for internationalization (new product/existing product)
- **Sourcing strategy and value chain configuration** of an international firm
- **Entry mode analysis**: Exports, contracts, FDIs, JVs, Strategic Alliances
- **Cross-border acquisition analysis**: Competitor analysis, identifying potential target companies and prepare a due diligence / Cross-border **merger and acquisitions**
- **Network and strategic alliances**: Formation, cooperation, success factors
- **Organizational analysis of parent-subsidary relationships** in an MNE
- **Subsidiary roles** and developments in MNEs
- **International distribution** analysis of product Y
- **Business model innovation** in a global context
- **Innovation management** within the MNE
- **R&D locations** within the MNE
- **Corporate social responsibility** in an MNE: Discuss and analyze the current practices in a specific company, including giving suggestions for improvement
- **SME** in international business: Problems and challenges
- International **HRM** analysis
- **Expatriate Management**
- **BtB/BtC market analysis** of product Y to country X, including a **marketing plan**
- **Understanding consumer cultures and behavior** within a specific market/product domain
- 10 ▪ Develop an **international branding strategy** for company X



ERIK RASMUSSEN
[Business practice projects]



BUSINESS & SOCIAL SCIENCES

Looking forward to working with you!

SDU 