

Bachelor and master thesis topics with units
Dikova, Fisch, Nell, and Puck at IIB
For presentation on October 2, 2019

Bachelor

Topic	Supervisor	Examiner
Multilevel modeling in international business – A systematic review and research agenda	Heinrichs	Dikova
Corporate governance and real options in MNCs	Puhr	Fisch
Obstacles to multinational switching options	Puhr	Fisch
Data science methods in academia: a literature review	Puhr	Fisch
The use of Deutsche Bundesbank's MiDi and SITS data across different research disciplines: overview, future potentials, and limitations	Schmeißer	Schmeißer
The diffusion of Big Data analytics in Strategic Management / International Business research: a bibliographic analysis	Schmeißer	Schmeißer
Organizational models for humanitarian aid agencies: a systematic literature review	Schmeißer	Schmeißer
The internationalization process and success of Champagne (and what we can learn from it)	Schmeißer	Schmeißer
Prior experience and its influence on location decisions and subsequent investments	Schwaiger	Fisch
What makes experimental research (in IB) publishable?	Schwaiger	Fisch
Experiments, interviews and big data - Methodological approaches on prospect theory	Schwaiger	Fisch
The role of behavioral finance in the financial crisis and the issue of governance failures	Schwaiger	Fisch
The potential of behavioral economics in health choices on the example of Germany	Schwaiger	Fisch
The irrationality of politics: The role of behavioral economics in political choices on the example of the UK and US	Schwaiger	Fisch
Cross-national distance in IB research: A literature review	Lindner	Lindner
Project finance as a risk-management strategy	Lindner	Lindner
Export and FDI of Austrian Firms in Africa: Status Quo and Development	Puck	Puck
Internationalization in Womens Soccer	Puck	Puck
SME Internationalization: exploring new research avenues	Puck	Puck
Internationalization in professional sports	Puck	Puck
Extreme cases in IB	Puck	Puck
Development of a sponsoring database in soccer	Puck	Puck

Political risk and foreign operations: A systematic literature review	Wolfesberger	Puck
Firms' strategies in response to Brexit: A case-study	Wolfesberger	Puck
The use of social media in IB research. A systematic literature review	Gerstbauer	Nell
What do we know about firm's dependence on governments and their performance? A systematic literature review	Gerstbauer	Nell
Startup-corporate collaborations. What can we learn from research on strategic alliances?	Decreton	Nell
Corporate entrepreneurship research. Taking stock and moving forward	Decreton	Nell
Learning from innovation clusters? A literature review	Decreton	Nell
The impact of top managers on strategic decision-making outcomes of multinational corporations: A systematic literature review	Schmitt	Nell
The use of symbolic management in strategic change processes of multinational corporations: A systematic literature review	Schmitt	Nell
Subnational/city-level location choices of firm activities: A systematic literature review	Schmitt	Nell
How will digitalization influence coordination in MNCs? A systematic literature review.	Yang	Nell
HQ interventions in MNCs: How will digitalization/AI impact HQ-managers' decision-making? A systematic literature review.	Yang	Nell
Systematic literature review on expatriate adjustment and socialization	Dimitrova	Dimitrova
Emerging forms of globally mobile employees: A qualitative study	Dimitrova	Dimitrova
Cultural identity and attitudes of local employees in MNC subsidiaries: Literature review and qualitative investigation	Dimitrova	Dimitrova
Psychic Distance: A Literature Review	Floh	Floh
Globalisation vs Localisation of Marketing/Brand Communications	Floh	Floh
Literature review on academic publishing culture – Cultural dimensions in academic research	Müllner/Puck	Müllner/Puck
Literature review on internationalization in and out of the CEE region – a holistic collection and analysis of the literature	Müllner/Mohr	Müllner/Mohr
Literature review on the determinants of cross-border capital flows between parent and subsidiaries	Müllner	Müllner
Literature review on the disciplining effects of capital structure on M&A activity and performance – an agency theoretical perspective	Müllner	Müllner
Literature review the effects of supranational institutions on cross-border investment – Bilateral investment treaties, international arbitration, trade treaties, multinational organization memberships)	Müllner	Müllner

Master

Topic	Supervisor	Examiner
Data science methods in academia: a replication study	Puhr	Fisch
Upgrading strategy for the digital economy: what is new/different about strategy in the digital era ("digital strategy")? (working title, multiple theses possible)	Schmeißer	Fisch
MNCs as promoters for the UN's Sustainable Development Agenda (working title, multiple theses possible)	Schmeißer	Fisch
Strategic management of humanitarian aid agencies (working title, multiple theses possible)	Schmeißer	Fisch
Analogies to past events and their influence on IB related business fields	Schwaiger	Fisch
Analogies to past events and their influence on IB related business fields	Schwaiger	Fisch
Prior success and its effects on gambling - Are the findings relevant for location choices?	Schwaiger	Fisch
Do risk attitudes differ between countries?	Schwaiger	Fisch
WWF engagement with the corporate sector in the Czech Republic (in cooperation with WWF-CEE)	Kunczer	Puck
WWF engagement with the corporate sector in Ukraine (in cooperation with WWF-CEE)	Kunczer	Puck
Forest based industries in CEE countries (in cooperation with WWF-CEE)	Kunczer	Puck
Energy transition scenarios for CEE countries (in cooperation with WWF-CEE)	Kunczer	Puck
Biomass for energy in CEE (in cooperation with WWF-CEE)	Kunczer	Puck
Export guarantees and SME internationalization	Lindner	Puck
Internationalization into CEE: A meta-analysis	Lindner	Puck
Cross-national distance in IB research: A meta-analysis	Lindner	Puck
Country focus in IB research: Mapping and ways forward	Lindner	Puck
Trade and bank credit substitution in MNCs	Lindner	Puck
Climate change and risk management	Lindner	Puck
Artificial intelligence and governance in the MNC	Lindner	Puck
SME Internationalization: exploring new research avenues	Puck	Puck
Internationalization in professional sports	Puck	Puck
Extreme cases in IB	Puck	Puck
Development of a sponsoring database in soccer	Puck	Puck
What's up? An analysis of IB research foci over time	Puck	Puck
Firms' strategies in response to Brexit: A case-study	Wolfesberger	Puck
Analysis of DBA programs in Europe and feasibility study for Austria	Nell	Nell
An analysis of crossborder investments in Europe over the last 10 years: An empirical investigation based on Orbis' Crossborder Investment database (Master)	Schmitt	Nell
The impact of top managers on firm location choices: A qualitative study (Master)	Schmitt	Nell

A daily diary study of the experiences of expatriates or international business travelers	Dimitrova	Fisch
Benefits and drawbacks of international business travel for expatriates.	Dimitrova	Fisch
Thriving when stressed? A quantitative investigation of expatriate experiences.	Dimitrova	Fisch
Crafting your dream expatriate experience: A fantasy or reality?	Dimitrova	Fisch
Career management in MNCs: A qualitative investigation	Dimitrova	Fisch
Cultural identity and attitudes of local employees in MNC subsidiaries: Quantitative investigation	Dimitrova	Fisch
Applying cultural metrics to academic publishing – A bibliometric analysis of co-authorships in academic research	Müllner/Puck	Müllner/Puck
Using soccer data to answer management questions – empirical analyses	Müllner/Puck	Müllner/Puck
Using GoogleTrends Data to measure firm-level internationalization – An attempt to create a measurement tool or index in R, Python or other.	Müllner	Müllner