

IIB Theses Assignment

June 11th, 2025

<https://www.wu.ac.at/iib/iib/studies/theses>

Institute for International Business

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INFORMATION ABOUT THE PROCEDURE

All students whose proposals meet the quality criteria are accepted – but how does a proposal look like?

Structure and **contents** of a successful proposal:

- Introduction
- Problem definition
- Relevance of the topic (for both theory & practice)
- Objective of the bachelor / master thesis
- Description of the procedure (no timeline)

We suggest you arrange a meeting / call with your supervisor before starting with the proposal. To learn about what a good proposal contains, read the Introduction-section of an article published in a top journal (e.g. JIBS, SMJ).

Make sure your proposal and thesis are properly formatted, citations are consistent, and your work is scientific

For example, use the **JIBS Style Guide**:

<https://www.palgrave.com/us/journal/41267/authors/presentation-formatting>

We recommend WU library's **Fit 4 Research** (also in English):

Searching for scholarly literature: strategies and techniques, databases.

Basic and advanced research techniques.

Workshops: <https://www.wu.ac.at/en/library/consultation/library-workshops>

eLearning: <https://www.wu.ac.at/en/library/consultation/e-learning-wu-library>

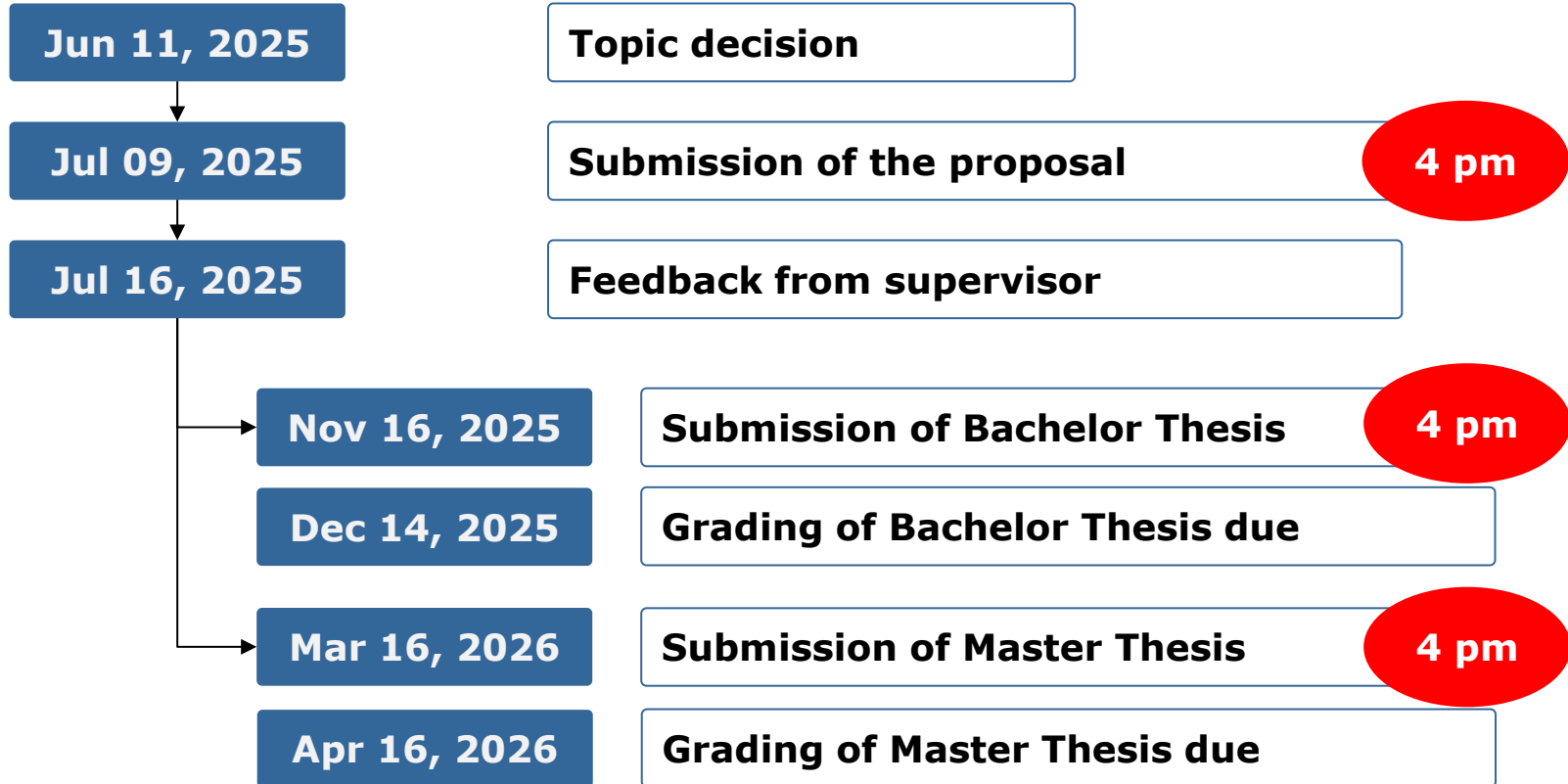
Include a list of aids used

<https://www.wu.ac.at/en/staff/information-for-teachers/courses-exams-and-theses/theses/list-of-aids-used>

We expect that you work scientifically and write with integrity.

Plagiarism leads to appropriate consequences.

We have few rules, and to those we stick



“*What happens if....?*“ Follow the institute’s code of conduct to avoid negative consequences

You have filled out and signed the application form and thereby expressed your willingness to write a proposal, however, you **do not** submit the proposal on time (see chart 6), and you **have not** informed your supervisor before the deadline expires.

You are banned for the next topic assignment and the thesis you signed up for will not be supervised.

You have received the confirmation of academic supervision, but you **do not** hand in your thesis on time (see chart 6), and do not inform your supervisor about the issue.

You will not receive a grade, and you cannot apply for the same topic again.

Further administrative rules that you should consider when writing your thesis

- We **do not** offer a pre-correction of your thesis at any stage
 - We **do** provide feedback on specific questions that arise during the writing process
- Upload final electronic version of thesis to Learn@WU: insert **Co-Examiner's** name (if applicable), **Examiner** of your thesis is always Prof. Fisch, Prof. Mohr, Prof. Nell, or Prof. Puck
(For BSc: also Dimitrova, Floh, Müllner, or Wolfesberger); Learn@WU link: <https://learn.wu.ac.at/open/guide/abschlussarbeiten>
 - Everyone needs to hand in **1 hardcopy** of their thesis at the IIB institute on time (see slide 6)
 - Master: A second hardcopy has to be handed in at WU main library, please inform yourselves about administrative requirements
 - Guides: Bachelor: www.wu.ac.at/en/students/my-program/bachelors-student-guide/bachelors-thesis/
Master: www.wu.ac.at/en/students/my-program/masters-student-guide/masters-thesis/
- Include the cover ("Deckblatt") as first page of thesis (Examiner: Fisch, Mohr, Nell, Puck; Dimitrova, Floh, Müllner, Wolfesberger)
Bachelor: <https://www.wu.ac.at/studierende/mein-studium/bachelorguide/bachelorarbeit>
Master: <https://www.wu.ac.at/studierende/mein-studium/masterguide/masterarbeit>

How to handle questions and communication with your supervisor

You have specific questions about the topic you consider applying for?



Send an Email to the respective supervisor – he/she is happy to provide you with some more information about the topic.

You want to meet your supervisor to discuss specific administrative issues?



Check the institute's and the WU homepage for facts first. If you are not able to find the information you need, contact your respective supervisor via Email.

You need to have your thesis graded before the official deadline (see chart 6)?



Let your supervisor know right away when sending the filled application form.

Now moving on to the theses topics...

2

LIST OF TOPICS

List of topics open for application

Will be published ~ 1 week before assignment

Hopefully, it's all understandable now!

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USE THE APPLICATION FORM AND SIGN UP FOR A (ONE!) THESIS

THAT MEANS:

Use the link on the **IIB homepage** to download the **application form**, fill the form and sign it, and **send it via Email** to the respective supervisor **by Jun 11.**