





Agenda



i. Basics

ii. Supervisors

iii. Q&A

Prerequisites for Supervision



- as stated in the curriculum (CBK completed)
- "GWA" completed; preferably in English language
- IMM student
- Recommended for empirical theses: completed Global Marketing Research course from our SBWL

How to find a topic?



- Get in contact with a faculty member
- Own topic: Please make sure that topic stays within the IMM's research focus
- Homepage gives information about the research focus of the faculty members
- Open topics are sent out via the students' mailing list

Some basics



- Purpose: prove that you are able to work on a topic in a structured and systematic manner
- Time for completion: usually 6 months
- Possible that two students can work on same topic (with different emphasize for each student)
- Guidelines for theses: IMM-Homepage

When you are done with the thesis



- Hand in thesis via Learn@WU for the plagiarism check
- Make sure to include the official (!) cover sheet which can be found at WU homepage

!! We do not need a hardcopy !!

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Bodo B. Schlegelmilch



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





Barbara Stöttinger

Teaching focus:

 International Marketing, Marketing in CEE, Marketing Didactics

Research focus:

- SME's international pricing practices
- Counterfeit products
- Regional identity & consumer behavior

Requirements:

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

Open topics:

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





Elfriede Penz

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:

- Foundations in Scientific Research
- International Marketing Metrics
- Performance Metrics for Businesses

Research focus:

 Cross Functional Integration/ New Product Development

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
- Methodologies in Measuring Brand Equity
- Role of AI in marketing strategy





Selma Saracevic

WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

Teaching focus:

International Marketing

Research focus:

 Sustainable consumer behavior and sustainable marketing 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



Adjengdia Bunga Bangsa

Teaching focus:

Foundations in Global Marketing Management

Research focus:

- Sustainable consumer behavior
- Sustainability marketing

Requirements:

 Openness towards research methods (qual/quant), interest for the topic

Open topics:

- The role of positive and negative emotions or emotional appeals in influencing sustainable behavior
- Green demarketing in advertisement



AND BUSINES

Eva Hofmann

Teaching focus:

- Global Consumer Behavior (IMM-Bachelor)
- Global Marketing Research (IMM-Bachelor)

Research focus:

- Sustainable & collaborative consumption
- Sharing economy: consumers and suppliers

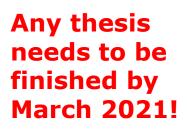
Requirements:

Openness towards research methods (qual/quant) & interest in interdisciplinary research, intrinsic motivation

Open topics:

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







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