

Bachelor Thesis @ IMM

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

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



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

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



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



**Any thesis
needs to be
finished by
March 2021!**

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