

# Bachelor Thesis – Info Session



Barbara Stöttinger

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# Agenda

i. Basics

ii. Supervisors

iii. Q&A

# Prerequisites for Supervision

- **The following are mandatory:**

1. as stated in the curriculum (CBK completed)
2. "GWA" completed; preferably in English language
3. IMM student

- **The following are highly recommended:**

1. Enrolling for the 'Global Marketing Research' course from our SBWL (especially recommended for empirical theses)
2. Enrolling for the 'Academic Research Techniques' course from our SBWL

# How to find a topic? (i)

**Two** options:

- Pick a company for a case study

**OR**

- Select a topic of your interest (and of your potential supervisor's interest!)

In both cases please make sure that topic stays within the

**IMM's research focus**

<https://www.wu.ac.at/en/imm/research-platform>

# How to find a topic? (ii)

- Get in contact with a faculty member and discuss your topic
- For an overview of the research focus of the faculty members visit **IMM research platform** (<https://www.wu.ac.at/en/imm/research-platform>) or the **personal webpage of each faculty member** (<https://www.wu.ac.at/en/imm/about-imm/imm-team>)
- Open topics (*when available*) are sent out via the students' mailing list

# Some basics

- Prove that you are able to work on a topic in a **structured and systematic manner**
- Ensure **linguistic correctness**
- Time for completion: usually **6 months**
- If significant progress is not made within this period, you risk to get **deregistered**
- Possible that two students can work on same topic (with different emphasis for each student)
- **Detailed guidelines for theses: IMM-Homepage**  
(<https://www.wu.ac.at/en/imm/student-platform/bachelor/paper>)

# Further considerations

- **WU library** offers several services, such as trainings, research consultations and Fit4Research (an elearning program).
- On **LEARN** you will find useful step by step information and tips for your thesis process in the **Student Support Area**  
(<https://learn.wu.ac.at/open/student-support/wissarbeiten>).
- For a large variety of books on the subjects available at WU library check out the **further readings** on **LEARN**  
([https://learn.wu.ac.at/open/student-support/further\\_reading](https://learn.wu.ac.at/open/student-support/further_reading)).
- Check out **reference management softwares** (like Endnote, Citavi)
  - <https://www.wu.ac.at/en/library/services/wu-students/consultation/reference-management-software>

# Finishing your thesis

- Hand in thesis via **Learn@WU** for the plagiarism check
- Find all relevant information about plagiarism and its consequences here:

[https://www.wu.ac.at/fileadmin/wu/h/students/Pruefungsorganisation/Formulare/Formulare\\_Bachelor/DIR\\_Plagiarism\\_M%C3%A4rz\\_2019.pdf](https://www.wu.ac.at/fileadmin/wu/h/students/Pruefungsorganisation/Formulare/Formulare_Bachelor/DIR_Plagiarism_M%C3%A4rz_2019.pdf)

- Make sure to include the official (!) cover sheet which can be found at WU homepage (<https://www.wu.ac.at/studierende/mein-studium/bachelorguide/bachelorarbeit/>)

**!! We do not need a hardcopy !!**



## What is different for **BBE students**?

- BBE students need to follow IMM's bachelor thesis guidelines and of the particular guidelines indicated by their study.
- A detailed description of the BBE bachelor thesis process is offered in the following link: <https://www.wu.ac.at/en/students/my-program/bachelors-programs/business-and-economics/bachelors-thesis>
- Particular general criteria (i.e. number of references) and methodological aspects (i.e. number of interviews/questionnaires) that apply for BBE students can be are found in the IMM homepage (<https://www.wu.ac.at/en/imm/student-platform/bachelor/paper>).

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- **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



- **Teaching focus:**

- International Marketing, Doing Business in Africa

- **Research focus:**

- 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



## ■ 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



- **Teaching focus:**

- Foundations in Scientific Research

- **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



- **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



- **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





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