

Bachelor Thesis – Info Session



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Agenda

i. Basics

ii. Supervisors

iii. Q&A

Prerequisites for Supervision

■ The following Common Body of Knowledge (CBK)

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preferat

3. IMM

LV-Titel	LV-Typ	ECTS	SSt
Accounting & Management Control I	LVP	6	3
Accounting & Management Control II*	LVP	6	3
Betriebliche Informationssysteme I	LVP	4	2
Angewandte Mikroökonomik	PI	4	2
Internationale Makroökonomik	PI	4	2
Wirtschaft im rechtlichen Kontext - Wirtschaftsprivatrecht I	LVP	4	2
Statistik	VUE	4	2
Introduction to Business Communication (Studienplan BaWISO 2012: Fremdsprachliche Wirtschaftskommunikation 1)	LVP(PI)	4	2
Zukunftsfähiges Wirtschaften I	VUE	4	2

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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 e-learning 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).
- Check out **reference management softwares** (like Endnote, Citavi, Zotero, etc.)
 - <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

- 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 as well as the guidelines required 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>
- General criteria (i.e., number of references) and methodological aspects (i.e., number of interviews/questionnaires) that apply for BBE students can be found in the IMM homepage (<https://www.wu.ac.at/en/imm/student-platform/bachelor/paper>).

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■ Teaching focus:

- Global Marketing, Brand Strategy, Qualitative Methods

■ Research focus:

- Consumer culture (e.g., acculturation, green consumption, diversity and inclusion, online violence), brand strategy

■ Requirements:

- Proficiency in English, interest in consumer culture, critical thinking ability, interest in qualitative methods, positive “can do” attitude.

■ Current topics:

- Deviant behaviors in online communities – How hate speech, for example, unfolds online.
- Territorial consumption – How local consumers defend their homes, stores, brands, etc. against immigrants (and vice versa).
- Acculturation climates – How societal conditions for immigration change over time and what different conditions entail for immigrant consumers.
- Galloping innovation – How consumers cope with rapid technological change (e.g. AI).
- The rise of the robots – How consumers anticipate the age of humanoid robots.
- You are welcome to suggest any topic with relation to consumer culture and (global) brands



■ Teaching focus:

- Global Business Planning (IMM-Bachelor); Qualitative Research Methods (MSc & PhD)

■ Research focus:

- Understanding and enforcing sustainable consumer behavior (preferably in an international context)

■ Requirements:

- Besides an interest in research focus, openness towards empirical research methods (qual/quant) and systematic literature review

■ Open topics:

- Not at the moment, will be sent out via Bakk-Mailing List



- **Teaching focus:**
 - International Marketing in Asia
- **Research focus:**
 - Consumer Psychology
 - (International) Advertising
 - Green Mobility
- **Requirements:**
 - Curiosity, creativity, willingness to work on quantitative and experimental research, overall interest for the chosen topic
- **Open topics:**
 - Not at the moment - but open to any interesting suggestions



- **Teaching focus:**

- Applications in International Marketing Management

- **Research focus:**

- Consumer Culture Theory (www.cctweb.org)

- **Requirements:**

- Proficiency in English
- Demonstrated critical thinking and analytical skills
- Commitment to timely submission of work
- Thesis methodology: **Qualitative research methods are required**

- **Supervision availability:**

- **I am currently at full capacity and unfortunately unable to accept new supervision requests for the Summer Term 2025.**



- **Teaching focus:**

- Applications in International Marketing Management

- **Research focus:**

- Consumer Culture Theory (e.g., consumer acculturation)
- Socio-historical patterning of consumption (e.g., race, gender, class)

- **Requirements:**

- Strong interest in Consumer Culture
- Ability to work independently
- **Qualitative research methods are required** (e.g., interviews, ethnography, netnography)

- **Open topics:**

- Open to student proposals connected to any of the above research areas
- For inspiration, see [Consumer Culture Theory in JCR](#)



- **Teaching focus:**

- International Marketing in Asia and Emerging Markets
- Global Marketing Communication
- Consumer Behavior and Decision-Making
- Services Marketing

- **Research focus:**

- Consumer Psychology(International); Advertising and Branding; Green Mobility; Cross-Cultural Consumer Behavior; Digital Marketing; AI and Machine Learning in Marketing

- **Requirements:**

- communicative, timely delivery of material, critical thinking, curiosity, creativity, openness towards research methods (qualitative/quantitative), punctual delivery of work, positive attitude to constructive feedback

- **Open topics:**

- You are welcome to suggest any topic within the scope of the research focus



- **Teaching focus:**

- Academic Writing Techniques (ART) & Ethics

- **Research focus:**

- Cross Functional Integration/ New Product Development
- Disruptive Innovation

- **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 & Disruptive Innovation
- Strategic Audit of Cross Functional Areas (Marketing, Finance, Supply Chain)



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