

Bachelor Thesis – Info Session



Dilara Guezel, Research & Teaching Associate

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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. "Grundlagen Wissenschaftlichen Arbeitens - 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 'Standards of Academic Writing and Citation'
course from our SBWL

Prerequisites for Supervision

Common Body of Knowledge (CBK)

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

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/international-marketing-management/for-students/bachelor/bachelor-thesis>

How to find a topic? (ii)

- Send your request to imm@wu.ac.at including your topic(s) of interest and the supervisor you would like to work with.
- For an overview of the research focus of the faculty members visit **Bachelor Thesis** (<https://www.wu.ac.at/en/international-marketing-management/for-students/bachelor/bachelor-thesis>)
- Make sure that your topic of interest aligns with the supervisor's research areas
- 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/fileadmin/wu/d/i/imm/export1/Guidelines_for_Bachelor_and_Master_theses.pdf)

Some

General Issues	Criterion	Bachelor	BBE	Master
	Number of cited references	~ 30	~ 37	~ 60
	Citation style	Harvard style = parenthetical referencing Style guides are offered by AMA and APA		
	<u>Structure of the thesis</u> Same for all types:	Cover sheet (from our homepage, with signature) Cover sheet (individually designed) Table of content List of figures (optional) List of tables (optional) Abstract and (optional) Executive Summary		
	a. Empirical Theses	Introduction Method Results and Discussion		
	b. Literature Review	Introduction Method Results = Review per se Discussion focusing on managerial/practical implications		
	c. Case Study	Introduction Method Alternatives (theory-driven) Analyses of alternatives Discussion		
	Same for all types:	Cited references Appendix		
	<u>Formatting</u> Font style Font size Line spacing Typographic alignment	Times New Roman 12 pt. 1,5-spaced justified		
	Topics	An international scope is desirable		
	Emphasis of the theses	Application-oriented	Application-oriented	Science-oriented

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 electronically via myWU (instead of LEARN, as was the case previously). **We do not need a hardcopy!**
- 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/>)

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/fileadmin/wu/d/i/imm/export1/Guidelines_for_Bachelor_and_Master_theses.pdf.

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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:**

- 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)



- **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 Winter 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](#)



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