**MASTER THESIS TOPICS**

To find a master thesis topic, we provide the following list of general topics (in alphabetical order). Please be aware that the suggested topics are too broad to write a master thesis. Therefore, the list should be a starting point for developing your idea and finding related and appropriate literature. The aim is to elaborate on a more specific and focused research topic for your thesis by extending and combining topics from the list or combining topics with other fields of interest and/or focusing on a specific industry.

\***PAC DD students** can choose a topic that eventually complements the consulting projects in Peru.

**Digital Transformation & Change**

1. **Change processes: Managing and leading digital transformation and organizational change**

* Hanelt, A., Bohnsack, R., Marz, D., & Antunes Marante, C. (2021). A Systematic Review of the Literature on Digital Transformation: Insights and Implications for Strategy and Organizational Change. *Journal of Management Studies*, 58(5), 1159–1197. <https://doi.org/10.1111/joms.12639>
* Kane, G. C., Palmer, D., Phillips, A. N., Kiron, D., & Buckley, N. (2015). Strategy, not technology, drives digital transformation. *MIT Sloan Management Review and Deloitte University Press, 14(1- 25).*

**Entrepreneurship**

1. **Start-up financing and crowdfunding strategies**

* Clauss, T., Breitenecker, R. J., Kraus, S., Brem, A., & Richter, C. (2018). Directing the wisdom of the crowd: the importance of social interaction among founders and the crowd during crowdfunding campaigns. *Economics of Innovation and New Technology*, 27(8), 709–729. <https://doi.org/10.1080/10438599.2018.1396660>
* Kuschel, K., Lepeley, M. T., Espinosa, F., & Gutiérrez, S. (2017). Funding challenges of Latin American women start-up founders in the technology industry. *Cross Cultural & Strategic Management, 24(2).* http://dx.doi.org/10.1108/CCSM-03-2016-0072

1. **New Forms of Entrepreneurship: Influencer Entrepreneurship**

* Guiñez-Cabrera, N. & Aqueveque, C. (2022). Entrepreneurial influencers and influential entrepreneurs: two sides of the same coin. *International Journal of Entrepreneurial Behavior & Research, 28 (1),* 231-254. http://dx.doi.org/10.1108/IJEBR-08-2020-0563
* Gustafsson, V., & Khan, M. S. (2017). Monetising blogs: Enterprising behaviour, co-creation of opportunities and social media entrepreneurship. *Journal of Business Venturing Insights*, 7, 26–31. https://doi.org/10.1016/j.jbvi.2017.01.002

1. **Entrepreneurial Ecosystems**

* Cao, Z., & Shi, X. (2021). A systematic literature review of entrepreneurial ecosystems in advanced and emerging economies. *Small Business Economics*, 57(1), 75–110. <https://doi.org/10.1007/s11187-020-00326-y>
* Malecki, E. J. (2018). Entrepreneurship and entrepreneurial ecosystems. *Geography Compass*, 12(3), e12359. https://doi.org/10.1111/gec3.12359
* Stam, E., & Van de Ven, A. (2021). Entrepreneurial ecosystem elements. *Small Business Economics, 56*, 809–832. 10.1007/s11187-019-00270-6

1. **Entrepreneurial Teams**

* Harper, D. A. (2008). Towards a theory of entrepreneurial teams. *Journal of Business Venturing*, 23(6), 613–626. https://doi.org/10.1016/j.jbusvent.2008.01.002
* Khan, M. S., Breitenecker, R. J., Gustafsson, V., & Schwarz, E. J. (2015). Innovative Entrepreneurial Teams: The Give and Take of Trust and Conflict. *Creativity and Innovation Management*, 24(4), 558–573. https://doi.org/10.1111/caim.12152
* Santos, S. C., & Neumeyer, X. (2022). Culture and gender in entrepreneurial teams: the effect on team processes and outcomes. *Small Business Economics*, 58(2), 1035–1050. https://doi.org/10.1007/s11187-020-00432-x

1. **The dark side of entrepreneurship: well-being of entrepreneurs at risk**

* Lerman, M. P., Munyon, T. P., & Williams, D. W. (2021). The (not so) dark side of entrepreneurship: A meta‐analysis of the well‐being and performance consequences of entrepreneurial stress. *Strategic Entrepreneurship Journal*, 15(3), 377–402. https://doi.org/10.1002/sej.1370
* Wiklund, J., Nikolaev, B., Shir, N., Foo, M.-D., & Bradley, S. (2019). Entrepreneurship and well-being: Past, present, and future. *Journal of Business Venturing*, 34(4), 579–588. https://doi.org/10.1016/j.jbusvent.2019.01.002

**Innovation and Technology**

1. **Open innovation strategies and methods (Customer, stakeholder integration)**

* Brunswicker, S., & Vanhaverbeke, W. (2015). Open Innovation in Small and Medium-Sized Enterprises (SMEs): External Knowledge Sourcing Strategies and Internal Organizational Facilitators. *Journal of Small Business Management,* 53(4). https://doi.org/10.1111/jsbm.12120
* Faullant, R., Schwarz, E. J., Krajger, I., & Breitenecker, R. J. (2012). Towards a Comprehensive Understanding of Lead Userness: The Search for Individual Creativity. *Creativity and Innovation Management*, 21(1), 76–92. https://doi.org/10.1111/j.1467-8691.2012.00626.x

1. **The idea journey: Fostering creativity and innovation & building an innovation culture**

* Perry-Smith, J. E., & Mannucci, P. V. (2017). From creativity to innovation: The social network drivers of the four phases of the idea journey. *Academy of Management Review 42(1)*, 53-79. http://dx.doi.org/10.5465/amr.2014.0462

1. **Business Model Innovation**

* Foss, N. J., & Saebi, T. (2017). Fifteen years of research on business model innovation: how far have we come, and where should we go? *Journal of Management, 43(1),* 200-227. https://doi.org/10.1177/0149206316675927
* Geissdoerfer, M., Vladimirova, D., & Evans, S. (2018). Sustainable business model innovation: A review. *Journal of Cleaner Production, 198*, 401-416. [https://doi.org/10.1016/j.jclepro.2018.06.240](https://doi.org/10.1016/j.jclepro.2018.06.240" \t "_blank" \o "Persistent link using digital object identifier)

1. **Crowd-based innovation**

* Cuppen, E., Klievink, B., & Doorn, N. (2019). Governing crowd-based innovations: an interdisciplinary research agenda. *Journal of Responsible Innovation*, 6(2), 232–239. <https://doi.org/10.1080/23299460.2019.1586511>
* Täuscher, K. (2017). Leveraging collective intelligence: How to design and manage crowd-based business models. *Business Horizons, 60(2),* 237-245. https://doi.org/10.1016/j.bushor.2016.11.008

1. **Technology Management: New/innovative Technology and Business Models**

* Foss, N. J. & Saebi, T. (2018). Business models and business model innovation: Between wicked and paradigmatic problems. *Long Range Planning*, 51, 9-21.
* Holzmann, P., Breitenecker, R. J., Schwarz, E. J., & Gregori, P. (2020). Business model design for novel technologies in nascent industries: An investigation of 3D printing service providers. *Technological Forecasting and Social Change*, 159, 120193. https://doi.org/10.1016/j.techfore.2020.120193
* Holzmann, P., Breitenecker, R. J., Soomro, A. A., & Schwarz, E. J. (2017). User entrepreneur business models in 3D printing. *Journal of Manufacturing Technology Management*, 28(1), 75–94. https://doi.org/10.1108/JMTM-12-2015-0115

1. **Innovation & Technology Management Process**

* Chandra, P., Tomitsch, M., & Large, M. (2021). Innovation education programs: a review of definitions, pedagogy, frameworks and evaluation measures. *European Journal of Innovation Management,* 24(4), 1268-1291. https://doi.org/10.1108/EJIM-02-2020-0043
* Lichtenthaler, U. (2020). A conceptual framework for combining agile and structured innovation processes. *Research-Technology Management*, 63(5), 42-48. https://doi.org/10.1080/08956308.2020.1790240
* Phaal, R., Farrukh, C. J., & Probert, D. R. (2006). Technology management tools: concept, development and application. *Technovation, 26(3),* 336-344. https://doi.org/10.1016/J.TECHNOVATION.2005.02.001
* Van Der Heiden, P., Pohl, C., Mansor, S., & Van Genderen, J. (2016). Necessitated absorptive capacity and metaroutines in international technology transfer: A new model. *Journal of Engineering and Technology Management, 41,* 65-78. http://dx.doi.org/10.1016/j.jengtecman.2016.07.001

**International Management / Internationalization / Global Business**

1. **International market entry strategies**

* Ribau, C. P., Moreira, A. C., & Raposo, M. (2018). SME internationalization research: Mapping the state of the art. *Canadian Journal of Administrative Sciences, 35(2),* 280-303. https://doi.org/10.1002/cjas.1419
* International Market Entry Strategies: Relational, Digital, and Hybrid Approaches. *Journal of International Marketing*, 26(1), 30–60. https://doi.org/10.1509/jim.17.0034

1. **Building cross-cultural intelligence, dealing with cross-cultural differences, intercultural understanding, and awareness**

* Kealey, D. J. (2015). Some strengths and weaknesses of 25 years of Research on Intercultural Communication Competence: Personal Reflections. *International Journal of Intercultural Relations*, 48, 14–16. https://doi.org/10.1016/j.ijintrel.2015.03.005
* Romani, L., Barmeyer, C., Primecz, H., & Pilhofer, K. (2018). Cross-Cultural Management Studies: State of the Field in the Four Research Paradigms. *International Studies of Management & Organization*, 48(3), 247–263. https://doi.org/10.1080/00208825.2018.1480918
* Yari, N., Lankut, E., Alon, I., & Richter, N. F. (2020). Cultural intelligence, global mindset, and cross-cultural competencies: A systematic review using bibliometric methods. *European Journal of International Management*, 14(2), 210-250. <https://doi.org/10.1504/EJIM.2020.105567>

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**Marketing**

1. **Entrepreneurial Marketing: Marketing Strategies for entrepreneurial ventures**

* Fink, M., Koller, M., Gartner, J., Floh, A., & Harms, R. (2020). Effective entrepreneurial marketing on Facebook – A longitudinal study. *Journal of Business Research*, 113, 149–157. https://doi.org/10.1016/j.jbusres.2018.10.005
* Miles, M., Gilmore, A., Harrigan, P., Lewis, G., & Sethna, Z. (2015). Exploring entrepreneurial marketing*. Journal of Strategic Marketing, 23(2),* 94-111. https://doi.org/10.1080/0965254X.2014.914069
* Sadiku-Dushi, N., Dana, L.-P., & Ramadani, V. (2019). Entrepreneurial marketing dimensions and SMEs performance. *Journal of Business Research*, 100, 86–99. https://doi.org/10.1016/j.jbusres.2019.03.025

**Organization**

1. **Business Development & Organizational Change in new ventures**

* Parastuty, Z., Schwarz, E. J., Breitenecker, R. J., & Harms, R. (2015). Organizational change: a review of theoretical conceptions that explain how and why young firms change. *Review of Managerial Science*, 9(2), 241–259. https://doi.org/10.1007/s11846-014-0155-3

1. **Organizational Culture**

* Elsbach, K. D., & Stigliani, I. (2018). Design Thinking and Organizational Culture: A Review and Framework for Future Research. *Journal of Management*, 44(6), 2274–2306. https://doi.org/10.1177/0149206317744252
* Isensee, C., Teuteberg, F., Griese, K.-M., & Topi, C. (2020). The relationship between organizational culture, sustainability, and digitalization in SMEs: A systematic review. *Journal of Cleaner Production*, 275, 122944. https://doi.org/10.1016/j.jclepro.2020.122944

1. **Culture & Innovation**

* Tian, M., Deng, P., Zhang, Y., & Salmador, M. P. (2018). How does culture influence innovation? A systematic literature review. *Management Decision*, 56(5), 1088–1107. https://doi.org/10.1108/MD-05-2017-0462
* Chandler, N., & Krajcsák, Z. (2021). Intrapreneurial Fit and Misfit: Enterprising Behavior, Preferred Organizational and Open Innovation Culture. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 61. https://doi.org/10.3390/joitmc7010061

1. **Organizational efficiency AND organizational effectiveness**

* Davis, P. S., & Pett, T. L. (2002). Measuring organizational efficiency and effectiveness. *Journal of Management Research, 2(2),* 87. http://dx.doi.org/10.1177/0149206308330560
* Aktaş, E., Çiçek, I., & Kıyak, M. (2011). The Effect Of Organizational Culture On Organizational Efficiency: The Moderating Role Of Organizational Environment and CEO Values*. Procedia - Social and Behavioral Sciences 24(4),* 1560-1573. https://doi.org/10.1016/j.sbspro.2011.09.092

**Strategy**

1. **Intuitive or data-driven decision processes vs heuristics in decision-making**

* Organ, D., & O’Flaherty, B. (2016). Intuitive decision-making and deep level diversity in entrepreneurial ICT teams. *Journal of Decision Systems*, 25(sup1), 421–435. https://doi.org/10.1080/12460125.2016.1187406
* Krawinkler, A., Breitenecker, R. J., & Maresch, D. (2022). Heuristic decision-making in the green energy context: Bringing together simple rules and data-driven mathematical optimization. *Technological Forecasting and Social Change*, 180, 121695. https://doi.org/10.1016/j.techfore.2022.121695

**Sustainability**

1. **Sustainable Entrepreneurship**

* Gregori, P., & Holzmann, P. (2020). Digital sustainable entrepreneurship: A business model perspective on embedding digital technologies for social and environmental value creation. *Journal of Cleaner Production*, 272, 122817. https://doi.org/10.1016/j.jclepro.2020.122817
* Muñoz, P., & Cohen, B. (2018). Sustainable Entrepreneurship Research: Taking Stock and looking ahead. *Business Strategy and the Environment*, 27(3), 300–322. https://doi.org/10.1002/bse.2000
* Terán-Yépez, E., Marín-Carrillo, G. M., Del Casado-Belmonte, M. P., & Capobianco-Uriarte, M. d. l. M. (2020). Sustainable entrepreneurship: Review of its evolution and new trends. *Journal of Cleaner Production*, 252, 119742. https://doi.org/10.1016/j.jclepro.2019.119742

1. **Sustainable and circular business models**

* Bocken, N., Short, S. W., Rana, P., & Evans, S. (2014). A literature and practice review to develop sustainable business model archetypes. Journal of Cleaner Production, 65, 42–56. https://doi.org/10.1016/j.jclepro.2013.11.039
* Geissdoerfer, M., Vladimirova, D., & Evans, S. (2018). Sustainable business model innovation: A review. *Journal of Cleaner Production*, 198, 401–416. https://doi.org/10.1016/j.jclepro.2018.06.240
* Geissdoerfer, M., Pieroni, M. P., Pigosso, D. C., & Soufani, K. (2020). Circular business models: A review*. Journal of Cleaner Production*, 277, 123741. https://doi.org/10.1016/j.jclepro.2020.123741

1. **Sustainable Entrepreneurial Ecosystems**

* Theodoraki, C., Dana, L.-P., & Caputo, A. (2022). Building sustainable entrepreneurial ecosystems: A holistic approach. *Journal of Business Research*, 140, 346–360. https://doi.org/10.1016/j.jbusres.2021.11.005
* Volkmann, C., Fichter, K., Klofsten, M., & Audretsch, D. B. (2021). Sustainable entrepreneurial ecosystems: an emerging field of research. *Small Business Economics*, 56(3), 1047–1055. https://doi.org/10.1007/s11187-019-00253-7

1. **Sustainable Impact Assessment**

* Trautwein, C. (2021). Sustainability impact assessment of start-ups – Key insights on relevant assessment challenges and approaches based on an inclusive, systematic literature review. Journal of Cleaner Production, 281, 125330. https://doi.org/10.1016/j.jclepro.2020.125330