

Bachelorarbeitsthemen BWL Frühjahrs- / Sommersemester 2018

Studierende der BWL, die im FSS 2018 ihre Bachelorarbeit am Lehrstuhl für Mittelstandsforschung und Entrepreneurship (Prof. Dr. Michael Woywode) schreiben, können eines der im Folgenden vorgestellten Themen bearbeiten.

Die Bearbeitung der Bachelorarbeit kann – sofern dies die jeweilige Prüfungsordnung zulässt – wahlweise auf Deutsch oder Englisch erfolgen.

Thema 1: EU Innovation and Entrepreneurship Policies in Central Europe – The Case of Poland

EU-Innovations- und Gründungspolitik in Mitteleuropa – Am Beispiel von Polen

Innovation and Entrepreneurship promotion is high on the political agenda not only in developed economies but also in Central and Eastern European catch-up economies. The EU has made fostering innovativeness one of its central priorities within its cohesion policy. But how do these policies look like in detail? What are the theoretical rationales? What are the specific bottlenecks to be overcome in post-socialist economies in Central Europe, such as Poland?

Selected literature:

- McCann, H.; Ortega-Argiles, R. 2015. “Smart Specialization, Regional Growth and Applications to European Union Cohesion Policy”. *Regional Studies*, 49 (8), 1291 – 1302.
- Ruffer, N.; Oehme, M.; Block, N.; Keese, D.; Likierski, A.; Philipp, R.; Reifer, K.; Woywode, M. 2016. “Effektiver Wissenstransfer zwischen Wissenschaft und Wirtschaft in der Woiwodschaft Oppeln”. Centre for SME Research and Entrepreneurship. Mannheim.

Thema 2: Entrepreneurship and Innovation in Post-Soviet Russia – Developments, Trends, Policies

Unternehmertum und Innovation im post-sowjetischen Russland - Entwicklungen, Trends, Politik

The economic model of the Soviet Union was based on central planning and a linear model of innovation. The Academy of Science and industrial research institutes were responsible for basic and applied research and development, while state owned firms were only responsible for the application of the findings. However, modern ideas of entrepreneurship and innovation are based on models or entrepreneurial Ecosystems, horizontal knowledge sharing and collaboration. Russian policy makers try to develop modern entrepreneurship and innovation support systems but are inhibited from doing so by path dependencies and an economic structure being deeply rooted in Soviet times. What are the specific developments of models of Entrepreneurship throughout the post-Soviet period? What is the current situation of Entrepreneurship in Russia?

Selected literature:

- Klochikhin, E.A. 2012. “Russia's innovation policy: Stubborn path-dependencies and new approaches”. *Research Policy* 41 (9), 1620–1630.
- Radosevic, S. 2003. “Patterns of preservation, restructuring and survival science and technology policy in Russia in post-Soviet era”. *Research Policy* 32, 1105–1124.

Thema 3: Social Capital in Transnational Entrepreneurship Research (Literature Review)

Literaturüberblick über die Rolle von Sozialkapital in der transnationalen Entrepreneurship Forschung

Increased multi-directional movements of people, goods, finance and knowledge in a globalized world have also differentiated the perspectives on (migrant) entrepreneurship research. In comparison to non-migrant entrepreneurs, transnational founders possess widespread social ties that influence their access to international resources and international markets. The objective of this literature review is to provide an overview of how social capital has been operationalized in conceptual, quantitative and qualitative research of transnational entrepreneurs in the past ten years. Further questions to be answered in the thesis consist in:

- What are the major differences in the network of transnational entrepreneurs and entrepreneurs without migration background?
- What is the role of social ties for transnational entrepreneurs in the access to international markets?
- How do transnational entrepreneurs access other forms of capital (human capital, financial capital) via their existing social capital?
- What is the geographical focus of the selected studies?
- Which research gaps have been identified in the late realm?

Selected literature:

- Brzozowski, J., Cucculelli, M., & Surdej, A. 2018. “Exploring transnational entrepreneurship. Immigrant entrepreneurs and foreign-born returnees in the Italian ICT sector”. *Journal of Small Business & Entrepreneurship*, 10(4), 1-19.
- Drori, I., Honig, B., & Wright, M. 2009. “Transnational entrepreneurship: An emergent field of study”. *Entrepreneurship Theory and Practice*, 33(5), 1001-1022.
- Riddle, L., Hrivnak, G. A., & Nielsen, T. M. 2010. “Transnational diaspora entrepreneurship in emerging markets: Bridging institutional divides”. *Journal of International Management*, 16(4), 398-411.

- Santamaria-Alvarez, S. M., Muñoz-Castro, D. C., Sarmiento-González, M. A., & Marín-Zapata, S. I. 2017. “Fragmented networks and transnational entrepreneurship: Building strategies to prosper in challenging surroundings”. *Journal of International Entrepreneurship*, 22(2), 1-32.
- Terjesen, S., Hessels, J., & Li, D. 2016. “Comparative international entrepreneurship: A review and research agenda”. *Journal of Management*, 42(1), 299-344.

Thema 4: Fallstudie: Selbständigkeit von Migranten und die Rolle von ethnischen Ressourcen

Case Study: Migrant Entrepreneurship – The Role of Ethnic Resources

In der Migrant Entrepreneurship Forschung gibt es Literatur welche „ethnische“ oder „kulturelle“ Ressourcen als eine essentielle Rolle im Gründungsprozess und für den Erfolg von migrantischen Unternehmen deutet. „Ethnische“ Ressourcen werden nicht einheitlich aber unter anderem definiert als solche auf die man aufgrund seiner ethnischen Zugehörigkeit zugreifen kann. Sie können das Wissen über die Nachfrage nach ethnischen Produkten und Dienstleistungen beinhalten, sich aber auch durch den Zugriff auf das Sozialkapital von co-ethnischen Akteuren ausdrücken, beispielsweise durch Kontakte zu Zulieferern, und für die Rekrutierung von Personal etc.

In der Fallstudie soll analysiert werden, „wie“, „warum“ und „welche“ „ethnischen“ Ressourcen in der Vorgründungsphase, Gründungsphase und im weiteren Verlauf der Betriebsführung eine Rolle spielen. Dabei kann die gründliche Analyse eines Betriebes durch Desktop-Recherche, qualitative Interviews mit dem/r GründerIn und Stakeholdern (wie z.B. Kunden, Beschäftigten und Zulieferern) Hinweise geben und dadurch weiteren Forschungsbedarf ergründen. Ziel der Fallstudie ist eine differenzierte Auseinandersetzung mit „ethnischen“ Ressourcen und deren Auswirkung auf die Betriebsführung oder auch den unternehmerischen Erfolg.

Hinweis: Migrantisches Unternehmertum zeichnet sich durch eineN GründerIn mit Migrationshintergrund aus. (Der Vertrieb von ethnischen Produkten/Dienstleistungen ist keine Voraussetzung dafür).

Ausgewählte Literatur:

- Basu, A., & Altinay, E. 2002. "The Interaction between Culture and Entrepreneurship in London's Immigrant Businesses". *International Small Business Journal*, 20(4), 371–393.
- Kloosterman, R., Van der Leun, J., & Rath, J. 1999. "Mixed Embeddedness: (In)formal Economic Activities and Immigrant Businesses in the Netherlands". *International Journal of Urban and Regional Research*, 23(2), 253–267.

- Light, I. 2005. The Ethnic Economy. In Handbook of Economic Sociology. Second Edition. (S. Kapitel 28, S.650-677). Princeton: Princeton University Press.
- Light, I. H. 1972. Ethnic enterprise in America: business and welfare among Chinese, Japanese, and Blacks. Berkeley; London: University of California Press.
- Modood, T., & Khattab, N. 2016. "Explaining Ethnic Differences: Can Ethnic Minority Strategies Reduce the Effects of Ethnic Penalties?" *Sociology*, 50(2), 231–246.
- Pecoud, A. 2004. "Entrepreneurship and Identity. Cosmopolitanism and cultural Competencies among German-Turkish Businesspeople in Berlin". *Journal of Ethnic and Migration Studies*, 30(1), 3–20.
- Pécoud, A. 2010. "What is ethnic in an ethnic economy?" *International Review of Sociology*, 20(1), 59–76.
- Portes, A. (Hrsg.). 1995. The economic sociology of immigration: essays on networks, ethnicity, and entrepreneurship. New York: Russell Sage Foundation.
- Ram, M., Jones, T., & Villares-Varela, M. 2017. "Migrant entrepreneurship: Reflections on research and practice". *International Small Business Journal*, 35(1), 3–18.
- Waldinger, R., Aldrich, H., & Robin, W. 1990. "Opportunities, Group Characteristics, and Strategies". In R. Waldinger, H. Aldrich, & R. Ward (Hrsg.), *Ethnic Entrepreneurs: Immigrant Business in Industrial Societies* (S. 13–48).
- Yin, R. K. 2014. *Case Study Research Design and Methods* (5. Aufl.). Thousand Oaks, Calif. [u.a.]: SAGE.

Thema 5: Current Topics in Women's Entrepreneurship Research (Literature Review)

Aktuelle Themen in der Forschung zu Frauenselbständigkeit (Literaturüberblick)

The underrepresentation of women in self-employment is a consistent finding in Europe: the proportion of self-employed men (among all persons in employment) is considerably higher (2016: 18%) than of self-employed women (2016: 10%) (OECD 2017). This gender difference also holds true for Germany: Women are still less present in self-employment. Even though the number of female entrepreneurs increased over the last years, the self-employment rate of women remained consistent and is still on a lower level than the one of men. Nevertheless, a slight harmonization of the self-employment rate has occurred. But this might rather be caused by a small decrease of the male self-employment rate than by an increase of the female self-employment rate (bga 2015; Neuffer 2015). Women-led businesses are often situated in traditionally female dominated industries (e.g., personal services, fashion, office services) and tend to be less innovative, smaller in size, less keen to grow and less internationalized than businesses owned by men (Niefert and Gottschalk 2015; Strohmeyer et al. 2017).

Researchers have examined these gender differences in self-employment quite extensively. The objective of this thesis is therefore to develop a sound overview of current research on entrepreneurial activities of women. The task consists of identifying relevant literature and developing a reasonable clustering of recent research streams (further specification at first meeting with supervisor).

Selected literature:

- bga - Bundesweite Gründerinnenagentur 2015. Gründerinnen und Unternehmerinnen in Deutschland - Daten und Fakten IV. Stuttgart.
- Díaz-García, C.; Brush, CG.; Gatewood, EJ.; Welter, F. (eds) 2016. Women's entrepreneurship in global and local contexts. Cheltenham, Northampton: Edward Elgar Publishing.
- Ettl, K.; Welter F. 2010. "Gender, context and entrepreneurial learning". International Journal of Gender and Entrepreneurship 2 (2), 108–129.

- Gupta, V. K.; Turban, D. B.; Wasti, S.A., Sikdar, A. 2009. “The Role of Gender Stereotypes in Perceptions of Entrepreneurs and Intentions to Become an Entrepreneur”. *Entrepreneurship Theory and Practice* 33 (2), 397–417.
- Henry, C.; Foss, L.; Ahl, H. 2016. “Gender and entrepreneurship research: A review of methodological approaches”. *International Small Business Journal* 34 (3), 217–241.
- Leicht, R.; Lauxen-Ulbrich, M. 2005. “Entwicklung und Determinanten von Frauenselbständigkeit in Deutschland. Zum Einfluss von Beruf und Familie”. *Zeitschrift für KMU und Entrepreneurship* 2, 1–15.
- Marlow, S. 2015. “Women, gender and entrepreneurship: why can’t a woman be more like a man?” In: Blackburn RA, Hytti U, Welter F (eds) *Context, Process and Gender in Entrepreneurship*. Edward Elgar, Cheltenham, UK, 23–33.
- Neuffer, S. 2015. “Unternehmerische Selbstständigkeit als Karriereoption für Frauen”. *Statistisches Monatsheft Baden-Württemberg* 3, 23–28.
- Niefert, M.; Gottschalk, S. 2015. “Gründerinnen auf dem Vormarsch? Die Entwicklung der Beteiligung von Frauen am Gründungsgeschehen”. *Discussion Paper* No. 13-085, Zentrum für Europäische Wirtschaftsforschung, Mannheim.
- Organisation for Economic Co-operation and Development (OECD). 2017. *The Missing Entrepreneurs 2017*. OECD Publishing, Paris.
- Strohmeyer, R.; Tonoyan, V.; Jennings, JE. 2017. “Jacks-(and Jills)-of-all-trades: On whether, how and why gender influences firm innovativeness”. *Journal of Business Venturing*, 32 (5), 498-518.

Thema 6: Familienunternehmen in der politischen Diskussion

Family Firms in the Political Discussion

Politiker betonen immer wieder gerne, dass Familienunternehmen das Rückgrat der deutschen Wirtschaft darstellen. Was aber genau verstehen Politiker und politische Parteien unter Familienunternehmen und was sind die wesentlichen Charakteristika, die sie für diese Unternehmensgruppe betonen? Welche Impulse sollen Familienunternehmen ihrer Ansicht nach in Wirtschaft und Gesellschaft setzen? Finden sich Unterschiede in den Aussagen von Politikerinnen und Politikern der unterschiedlichen Parteien?

Ausgewählte Literatur:

- Adenauer, P. 2009. “Die Werte der Familienunternehmer”. In: Rösler, P., Lindner, C. 2009. *Freiheit gefühlt – gedacht – gelebt*, VS Verlag für Sozialwissenschaften, Wiesbaden.
- Dusch, J. 2009. “Familienunternehmen und Medien – Abschied von alten Denkmustern”. In: Kirhdörfer, R., Lorz, R., Wiedemann, A., Kögel, R., Frohnmayer, R. 2009. *Familienunternehmen in Recht, Wirtschaft, Politik und Gesellschaft*, Beck, München.

Thema 7: Literature Review – The Role of Family Enterprises in the Roman Empire

Literaturüberblick – Die Rolle von Familienunternehmen im Römischen Reich

By contrast to feudal economies in the Dark Ages, the Roman Empire was the precursor of today's market economies. Under "Pax Romana" private property was relatively safely protected and the Roman economy included banking, service industries, manufacturing, trade and commerce, as well as large enterprises in the primary sector, for example in agriculture and mining. This review is dedicated to family businesses. How were such businesses organized from a structural, managerial and legal perspective? What succession and inheritance rules did the Romans use to transfer the firm between generations? Who steered the family firm and how was ownership and liability distributed among the family and owners? Which social and economic role had family firms and entrepreneurs in the Roman Empire and what was their contribution to the Roman economy in terms of output?

Selected literature:

- Andreau, J. 1999. *Banking and business in the Roman World*. Cambridge University Press.
- Aubert, J-J. 1994. *Business Managers in Ancient Rome, A Social and Economic Study of Institores, 200 B.C. - A.D. 250*. New York: Columbia University.
- Badian, E. 1972. *Publicans and Sinners: Private Enterprise in the Service of the Roman Republic*. Oxford: Basil Blackwell.
- Duncan-Jones, R.P. 1996. *Some configurations of landholding in the Roman Empire*. In *Studies in Roman Property*, by Finley, M.I. pp. 7-34. Cambridge University Press.
- Földi, A. 1996. *Remarks on the legal structure of enterprises in Roman law*. RIDA: pp. 179-211.
- Finley, M.I. 1973. *The Ancient Economy*. University of California Press.
- Fleckner, A.M. 2010. *Antike Kapitalvereinigungen: Ein Beitrag zu den konzeptionellen und historischen Grundlagen der Aktiengesellschaft*. Böhlau Verlag.
- Frier, B.W., McGinn T.A.J. 2004. *A Casebook on Roman Family Law*. Oxford UP.
- Garnsey, P., Saller R. 1987. *The Roman Empire: Economy, Society and Culture*. University of California Press.

- Goldsmith, R.W. 1984. “An Estimate of the Size and Structure of the National Product of the Early Roman Empire”. *Review of Income and Wealth*, 30(3), 263–288.
- Habbershon, T.G., Williams, M. 1999. “A resource-based framework for assessing the strategic advantages of family firms”. *Family Business Review*, 12(1), 1-15.
- Harl, K. W. 1996. *Roman Economy, 300 B.C. to A.D. 700*. The John Hopkins University Press.
- Hudson, M. 2010. “Entrepreneurs: From the Near Eastern Takeoff to the Roman Collapse”. In: *The Invention of Enterprise: Entrepreneurship from ancient Mesopotamia to modern times*, by Landes, D.S., Mokyr, J. and Baumol, W.J. pp. 8-39. Princeton University Press.
- Jones, D. 1982. *The Economy of the Roman Empire: Quantitative Studies*, Cambridge.
- Kehoe, D.P. 2010. “Landlord and Tenants”. In: *A Companion to the Roman Empire*, by Potter, D.S., pp. 298-311. Wiley-Blackwell.
- Kehoe, D.P. 1997. “Approaches to Profit and Management in Roman Agriculture: The Evidence of the Digest”. Vol. 22, in *Landuse in the Roman Empire*, by Carlsen, J., Orsted, P., and Skydsgaard, J.E. pp. 45-57. Bretschneider.
- Kolb, A. 2015. “Communications and mobility in the Roman Empire”. In: *The Oxford Handbook of Roman Epigraphy*, by Bruun C., and Edmondson, J., pp. 649-670. Oxford University Press.
- Malmendier, U. 2009. “Law and Finance "at the Origin"”. *Journal of Economic Literature*, 47(4), 1076-1108.
- Malmendier, U. 2005. “Roman Shares”. In: *The Origins of Value: The Financial Innovations that Created Modern Capital Markets*, by Goetzmann, W.N. and Rouwenhorst, K.G., pp. 31-42. Oxford University Press.
- Malmendier, U. 2002. *Societas publicanorum, Staatliche Wirtschaftsaktivitäten in den Händen privater Unternehmer*. Böhlau.

- Markham, S.E. 2012. “The evolution of organizations and leadership from the ancient world to modernity: A multilevel approach to organizational science and leadership (OSL)”. *The Leadership Quarterly* 23, 1134-1151.
- Pacala, A. 2016. “The modern enterprise - Successor of business organization forms in ancient Rome and Medieval Europe”. *Oradea Journal of Business and Economics*, March.
- Patterson, J.L. 1983. “The development of the concept of corporation from earliest Roman times to A.D. 476”. *The Accounting Historians Journal*, 10(1), 87-98.
- Scheidel, W., Friesen S.J. 2009. “The Size of the Economy and the Distribution of Income in the Roman Empire”, *Journal of Roman Studies*, 99, 61–91.
- Sim, D., Ridge, I. 2002. *Iron for the Eagles. The Iron Industry of Roman Britain*. Tempus: Gloucestershire.
- Temin, P. 2013. *The Roman Market Economy*. Princeton University Press.
- Temin, P. 2006. “The Economy of the Early Roman Empire”. *Journal of Economic Perspectives*, 20(1), 133-151.

Thema 8: Familiness Advantage: Contexts in which the Family Businesses Thrive
“Familiness” als Vorteil: Kontexte, in denen Familienunternehmen erfolgreich sind

It is theoretically agreed that “family firms are those where a family owner exercises much influence over the firm’s affairs” (Gomez-Mejia et al., 2011) and they are likely to be managed differently than non-family firms (Westhead & Cowling, 1999). Socio emotional wealth (SEW) can be defined as “the non-financial aspects of the firm that meet the family’s affective needs” and familial responsibility towards younger generations, the need for independence, altruism, reputation, status and pride tied to firm are seen as the antecedents of it (Gomez-Mejia et al., 2007). SEW concerns of the owner family is one of the most prominent arguments for this distinctive nature of these businesses. It is thought that SEW leads to the emergence of distinctive familiness under certain conditions, which is associated with positive performance outcomes (Habbershon et al., 2003; Chrisman et al., 2005). However, the question of under which institutional and economic contexts familiness resource emerges and ensures survival, superior economic and non-economic (responsible firm behavior) performance still persists. Levels of analysis for this study includes but not limited to cultural dimensions and formal institutional context of the country of operation, and national/industry institutional economic performance. Furthermore, the student is encouraged to draw parallels to other contingencies the family businesses including ownership and governance structure, family/founder/manager characteristics (experience, education, wealth, holding structure, etc.), company culture, size and age.

Selected literature:

- Chrisman, J. J., Chua, J. H., & Steier, L. 2005. “Sources and consequences of distinctive familiness: An introduction”. *Entrepreneurship Theory and Practice*, 29(3), 237-247.
- Westhead, P., & Cowling, M. 1999. “Family firm research: The need for a methodological rethink”. *Entrepreneurship Theory and Practice*, 23(1), 31-33.

- Gómez-Mejia, L. R., Haynes, K. T., Núñez-Nickel, M., Jacobson, K. J., & Moyano-Fuentes, J. 2007. "Socioemotional wealth and business risks in family-controlled firms: Evidence from Spanish olive oil mills". *Administrative science quarterly*, 52(1), 106-137.
- Gomez-Mejia, L. R., Cruz, C., Berrone, P., & De Castro, J. 2011. "The bind that ties: Socioemotional wealth preservation in family firms". *The academy of management annals*, 5(1), 653-707.
- Habbershon, T. G., Williams, M., & MacMillan, I. C. 2003. "A unified systems perspective of family firm performance". *Journal of business venturing*, 18(4), 451-465.
- Berrone, P., Cruz, C., Gomez-Mejia, L. R., & Larraza-Kintana, M. 2010. "Socioemotional wealth and corporate responses to institutional pressures: Do family-controlled firms pollute less?" *Administrative Science Quarterly*, 55(1), 82-113.
- Carney, M. 2005. "Corporate governance and competitive advantage in family-controlled firms". *Entrepreneurship theory and practice*, 29(3), 249-265.
- Khanna, T., & Palepu, K. 2000. "The future of business groups in emerging markets: Long-run evidence from Chile". *Academy of Management journal*, 43(3), 268-285.
- Khanna, T., & Palepu, K. 2000. "Is group affiliation profitable in emerging markets? An analysis of diversified Indian business groups". *The Journal of Finance*, 55(2), 867-891.
- Luo, X., & Chung, C. N. 2005. "Keeping it all in the family: The role of particularistic relationships in business group performance during institutional transition". *Administrative Science Quarterly*, 50(3), 404-439.
- Miller, D., Lee, J., Chang, S., & Le Breton-Miller, I. 2009. "Filling the institutional void: The social behavior and performance of family vs non-family technology firms in emerging markets". *Journal of International Business Studies*, 40(5), 802-817.
- Rajan, R. G., & Zingales, L. 1998. "Which capitalism? Lessons from the east Asian crisis". *Journal of Applied Corporate Finance*, 11(3), 40-48.
- Reay, T. 2009. "Family-Business Meta-Identity, Institutional Pressures, and Ability to Respond to Entrepreneurial Opportunities". *Entrepreneurship theory and practice*, 33(6), 1265-1270.

- Steier, L. P. 2009. “Familial capitalism in global institutional contexts: Implications for corporate governance and entrepreneurship in East Asia”. *Asia Pacific Journal of Management*, 26(3), 513.
- Davis, P. 1983. “Realizing the potential of the family business”. *Organizational Dynamics*, 12(1), 47-56.

Thema 9: Choosing the Best Family Successor: Successor Criteria which affect the Succession Process Positively in Various Settings

Die Wahl des besten Familiennachfolgers: Nachfolgekriterien, die den Nachfolgeprozess in verschiedenen Kontexten positiv beeinflussen

Family firms are known for their intentions to transfer the business to the next generations of their family (Chua et al., 1999). According to stewardship theory, family CEOs are not selfish decision makers which decide to maximize their own good, but rather behave as stewards, align their incentives with the organization and act for the benefit of it (Corbetta & Salvato, 2004). However, successions are events that are associated usually with abnormal performance due to the change initiative the new leadership takes effecting the company culture, stakeholder relationships or conduct of business (Molly et al., 2010). The survival and performance of the family businesses are highly dependent on the choice of the most suitable successor in those times of change (Miller et al., 2003) There are various studies reporting that criteria such as willingness to be the new CEO, kinship, generation gap, age, gender, education and experience inside and outside the firm (Ahrens et al., 2013) can be determinants of the success of the succession process. A literature review should be conducted to come up with findings which will support succession planning in family businesses with respect to CEO characteristics in various institutional and economic contexts.

Selected literature:

- Ahrens, J. P., Landmann, A., & Woywode, M. 2015. "Gender preferences in the CEO successions of family firms: Family characteristics and human capital of the successor". *Journal of Family Business Strategy*, 6(2), 86-103.
- Chua, J. H., Chrisman, J. J., & Sharma, P. 1999. "Defining the family business by behavior". *Entrepreneurship Theory and Practice*, 23(4), 19-19.
- Corbetta, G., & Salvato, C. 2004. "Self-serving or self-actualizing? Models of man and agency costs in different types of family firms: A commentary on "comparing the agency costs of family and non- family firms: Conceptual issues and exploratory evidence"". *Entrepreneurship Theory and Practice*, 28(4), 355-362.

- Miller, D., Steier, L., & Le Breton-Miller, I. 2003. "Lost in time: Intergenerational succession, change, and failure in family business". *Journal of business venturing*, 18(4), 513-531.
- Molly, V., Laveren, E., & Deloof, M. 2010. "Family business succession and its impact on financial structure and performance". *Family Business Review*, 23(2), 131-147.
- Barach, J. A., & Ganitsky, J. B. 1995. "Successful succession in family business". *Family Business Review*, 8(2), 131-155.
- Bennedsen, M., Nielsen, K. M., Pérez-González, F., & Wolfenzon, D. 2007. "Inside the family firm: The role of families in succession decisions and performance". *The Quarterly Journal of Economics*, 122(2), 647-691.
- Bocatto, E., Gispert, C., & Rialp, J. 2010. "Family-Owned Business Succession: The Influence of Pre-performance in the Nomination of Family and Nonfamily Members: Evidence from Spanish Firms". *Journal of Small Business Management*, 48(4), 497-523.
- Chittoor, R., & Das, R. 2007. "Professionalization of management and succession performance—A vital linkage". *Family Business Review*, 20(1), 65-79.
- Cucculelli, M., & Micucci, G. 2008. "Family succession and firm performance: Evidence from Italian family firms". *Journal of Corporate Finance*, 14(1), 17-31.
- Lee, K. S., Lim, G. H., & Lim, W. S. 2003. "Family business succession: Appropriation risk and choice of successor". *Academy of Management Review*, 28(4), 657-666.
- Miller, D., & Breton-Miller, L. 2006. "Family governance and firm performance: Agency, stewardship, and capabilities". *Family business review*, 19(1), 73-87.
- Morris, M. H., Williams, R. W., & Nel, D. 1996. "Factors influencing family business succession". *International Journal of Entrepreneurial Behavior & Research*, 2(3), 68-81.
- Shepherd, D. A., & Zacharakis, A. 2000. "Structuring family business succession: An analysis of the future leader's decision making". *Entrepreneurship Theory and Practice*, 24(4), 25-25.
- Smith, B. F., & Amoako-Adu, B. 1999. "Management succession and financial performance of family controlled firms". *Journal of Corporate Finance*, 5(4), 341-368.

Thema 10: Business-Models for Blockchain-Applications: An Empirical Overview
Business-Modelle für Blockchain-Applikationen: Ein empirischer Überblick

Starting with the Bitcoin-Hype in 2017 a new technology is on the rise, which is said to be a game-changer for the economy: Blockchain. In the business media and from some technology evangelists it is discussed that this new technology has the potential to create disruptive innovations, which could make “old” industries obsolete (Underwood, 2016). To achieve that, completely new business models (Amit & Zott, 2001) have to be created which are based on the core ideas of the Blockchain-Technology.

This Bachelor-Thesis should address the following research questions:

- What kind of applications are created which are based on the Blockchain-Technology?
- What kind of business models are created on these applications?
- What differences to typical “old” business models can be observed?

To address these research questions a completely new dataset has to be created with organizations and their products.

Selected literature:

- Amit, R., & Zott, C. 2001. “Value Creation in E-Business”. *Strategic Management Journal*, 22(6/7), 493–520.
- Underwood, S. 2016. “Blockchain Beyond Bitcoin”. *Communications of the ACM*, 59(11), 15–17. (<https://doi.org/10.1145/2994581>)

Thema 11: Die Diffusion von Management-Praktiken: Eine empirische Studie basierend auf Dilbert

The Diffusion of Management Practices: An Empirical Study based on Dilbert

Die Diffusion von Managementpraktiken und -konzepten wurde bereits in einigen Studien in der Regel über Literaturdatenbanken erforscht (Abrahamson, 1991, Kieser 1997). Ein großes Problem dieser Forschung ist, an sinnvolle Daten zu gelangen, da Fragebögen kaum geeignet sind diese Daten zu erheben und Feld-Forschungen in der Regel zu aufwendig sind. Literaturdatenbanken bieten hier einen Ausweg, haben aber den Nachteil, dass sie in der Regel wissenschaftliche Artikel enthalten, die nicht unbedingt mit der Praxis übereinstimmen müssen. In dieser Bachelorarbeit soll daher versucht werden, eine neue Datenquelle für die Beobachtung von Praktiken und Konzepten, die evtl. näher an der Praxis ist: Dilbert-Comics (Scott 2018). In Dilbert-Comics wird in sehr kompakter – zumeist ironischer Art – Weise Büroalltag in einem kurzen Comic dargestellt. Es sind zwar Comics, dennoch sind diese reich an sozialem Inhalt (Doherty 2011). Durch die wiederkehrende und klare Rollenverteilung der Charaktere kann (stark stereotypisiertes) Verhalten nachgezeichnet werden. Wichtiger ist für diese Arbeit das Aufgreifen von aktuellen Managementpraktiken und Technologien deren Diffusion Gegenstand der Forschungsfrage sein soll. Anhand der Zeitreihe der Transkriptionen der Dilbert-Comics sollen folgende Forschungsfragen bearbeitet werden:

- Welche Managementpraktiken und –konzepte treten auf?
- Wie ist der Verlauf des Auftritts der Managementkonzepte? Kommen bestimmte Konzepte immer wieder? „Sterben“ manche Konzepte?
- Lassen sich die Ergebnisse aus den Diffusionsverläufen aus Dilbert mit anderen bereits bestehenden Studien vergleichen? Wo sind Gemeinsamkeiten? Wo sind Unterschiede?

Ausgewählte Literatur:

- Doherty. 2011. “Joking Aside, Insights to Employee Dignity in “Dilbert” Cartoons: The Value of Comic Art in Understanding the Employer—Employee Relationship”. *Journal of Management Inquiry*, Vol 20, Issue 3, 2011.

- Kieser. 1997. "Rhetoric and Myth in Management Fashion". *Organization*, Vol. 4, 1997: 49-74
- Scott, Adams. 2018. Dilbert. (<http://dilbert.com/>)

Thema 12: Initial Coin Offerings: Sinnvolle Finanzierungsmöglichkeit von Startups?

Initial Coin Offerings: Reasonable Financing of Startups?

Mit der steigenden Bekanntheit und Popularität von Kryptowährungen haben Unternehmen eine neue Form der Finanzierungsmöglichkeit gefunden: Initial Coin Offerings (ICO). Prinzipiell ist die Idee einfach: Das zu finanzierende Unternehmen „verkauft“ aus einer in der Regel selbst erstellten Kryptowährung Geldeinheiten dieser Kryptowährung. Mit dem Erlös dieses ICOs kann das Unternehmen dann seine Geschäftstätigkeiten vorantreiben. Die Hoffnung der Anleger beruht dann auf den Erfolg des Unternehmens und einem steigenden Kurs der Kryptowährung.

Diese Arbeit soll dabei helfen einen Überblick über die bislang erfolgten ICOs zu erstellen und diese zu kategorisieren. Insbesondere sollten folgende Fragen adressiert werden:

- Welche Unternehmen haben ein ICO gemacht? Wann wurde dieser durchgeführt?
- Welche Währung wurde bei den ICOs verwendet? Wie ist die Kursentwicklung bei diesen Währungen verlaufen?
- Wie ist die Entwicklung der finanzierten Unternehmen verlaufen?
- Lassen sich die Unternehmen mit einem ICO kategorisieren? Z.B. anhand der Branche, Geographisch, Geschäftsmodell, ...

Die Arbeit ist zunächst als empirisch und explorativ angelegt. Die Sammlung der Daten erfolgt dabei aus dem Internet. Für den Vergleich der Unternehmen könnten unterschiedliche Kriterien angelegt werden – evtl. hilft hier das Konzept des Geschäftsmodells (Amit & Zott 2001).

Ausgewählte Literatur:

- Amit, R., & Zott, C. 2001. “Value Creation in E-Business”. *Strategic Management Journal*, 22(6/7), 493–520.

Thema 13: Research on Management Fashions: The Case of Building Information Modeling

Forschung über Managementansätze am Beispiel von Building Information Modeling

Especially during the last ten years, a new management concept in construction industries called building information modelling (BIM) has gained more and more attention, starting to diffuse throughout the organizational field of construction industries. The conceptual core of BIM is to make processes in building industries more efficient, foster quality and reduce cost by a) intensifying collaboration between the involved professions and b) using integrated data models for planning, construction and facility management. Following the research on management fashions (Abrahamson 1996; Kieser 1997), which pattern of occurrence in the literature can we observe over time? Which triggers can be identified?

A central component of the Bachelor's thesis will be to survey and structure the relevant conceptual and empirical literature. Furthermore, the author will link the occurrence of BIM with potential triggers and analyze the adaptation of the BIM concept into different professional areas.

Selected Literature:

- Abrahamson, E. 1996. "Management Fashion". *The Academy of Management Review* 21(1), 254-285.
- Kieser, A. 1997. "Rhetoric and Myth in Management Fashion". *Organization*, 4(1), 49-74.

Thema 14: Temporäre Organisationen und die Herausforderungen der Zusammenarbeit

Temporary Organizations and the Challenges of Collaboration

Temporäre Organisationsformen stehen seit jüngerer Zeit vermehrt im Fokus der Organisations- und Managementforschung. Der Definition nach arbeiten hierbei Personen oder Teams verschiedener (Sub-)Organisationen für eine definierte Zeit im Rahmen einer klar definierten Aufgabe zusammen. Dies geht mit verschiedenen Herausforderungen einher, die anhand der Bereiche Time, Team, Task und Context strukturieren lassen (Bakker, 2010). Der Fokus dieser Arbeit liegt insbesondere auf den Herausforderungen hinsichtlich der Zusammenarbeit in temporären Organisationen und der Identifikation möglicher Lösungsstrategien. Die gegenwärtige Forschung betont derzeit die Relevanz von Vertrauen als Bedingung für effektive Zusammenarbeit (Swärd, 2016). Daneben werden neben Hierarchie oder Leistungsvertrag auch weitere Koordinationsmechanismen wie ein institutionalisiertes Rollenverständnis identifiziert (Bechky, 2006), die speziell im Kontext temporärer Organisationen Wirksamkeit entfalten. Deswegen sollte die Arbeit folgende Fragen adressieren:

- Was sind die Spezifika temporärer Organisationen im Hinblick auf die inter-organisationale Zusammenarbeit?
- Anhand welcher Mechanismen wird Koordination in temporären Organisationen gewährleistet?

Ausgewählte Literatur:

- Bakker, R. M. 2010. "Taking Stock of Temporary Organizational Forms: A Systematic Review and Research Agenda". *International Journal of Management Reviews*, 12(4), 466–486. (<https://doi.org/10.1111/j.1468-2370.2010.00281.x>)
- Bechky, B. A. 2006. "Gaffers, Gofers, and Grips: Role-Based Coordination in Temporary" Organizations. *Organization Science*, 17(1), 3–21. (<https://doi.org/10.1287/orsc.1050.0149>)
- Swärd, A. 2016. "Trust, Reciprocity, and Actions: The Development of Trust in Temporary Inter-organizational Relations". *Organization Studies*, 37(12), 1841–1860.

Thema 15: Digitalisierung: Herausforderungen für professionelle Praxis und professionelle Identität

Digitalization: Challenges for Professional Practice and Professional Identity

Die Einführung digitaler Methoden bedeutet in aller Regel eine Veränderung von etablierten Formen des (Zusammen-)Arbeitens. Diese Veränderung geht oftmals nicht ohne Konflikte vonstatten. Etablierte Praktiken kommen unter Veränderungsdruck, neue Praktiken müssen erst in der Organisation etabliert werden. Solche Veränderungsprozesse gehen über einen Wandel der konkreten Arbeitsabläufe hinaus, sie betreffen oftmals das Selbstverständnis der betroffenen Professionen. Deswegen stellen sich folgende Fragen:

- Vor welchen Herausforderungen stehen Organisationen bei der Einführung digitaler Methoden?
- Wie verändern sich institutionalisierte Praktiken durch die Digitalisierung? Welche Probleme existieren im Hinblick auf professionelle Identität der betroffenen Personen?

Ausgewählte Literatur:

- Groleau, C., Demers, C., Lalancette, M., & Barros, M. 2011. "From Hand Drawings to Computer Visuals: Confronting Situated and Institutionalized Practices in an Architecture Firm". *Organization Science*, 23(3), 651–671.
- Uri Gal, & Nicholas Berente. 2008. "A social representations perspective on information systems implementation: Rethinking the concept of "frames"". *Information Technology & People*, 21(2), 133–154. (<https://doi.org/10.1108/09593840810881051>)

Thema 16: Corruption and Culture over Time – A Literature Review

Korruption und Kultur im Zeitverlauf (Literaturüberblick)

Contrasting institutional (and cultural) environments are likely to have different effects on the growth and development paths of nascent industries. One key difference in these environments is corruption, the economic cost of which has been estimated at \$2.9 trillion. Corruption remains a widespread problem across societies. Research has suggested links between aspects of national culture (e.g. uncertainty avoidance) and per country levels of corruption. While attributes of national culture are assumed to be largely stable over time, perception of corruption levels change on a more frequent basis. Beginning with peer-reviewed articles in web of science and business source premier and expanding to conference and working papers in google scholar and SSRN, this bachelor thesis will conduct a structured literature review of peer-reviewed empirical and theoretical research on the links between corruption and (dimensions of) national culture with the goal of delineating the structure of the field, current key findings and research gaps. Particular attention should be paid to more recent findings since the year 2000 that incorporate panel data on corruption. Further, the thesis should incorporate a discussion of the various measures of corruption and culture, summarizing these in a table in the appendix.

Selected literature:

- Anokhin, S., & Schulze, W. S. 2009. “Entrepreneurship, innovation, and corruption”. *Journal of business venturing*, 24(5), 465-476.
- Davis, J. H., & Ruhe, J. A. 2003. “Perceptions of country corruption: Antecedents and outcomes”. *Journal of Business Ethics*, 43(4), 275-288.
- Del Monte, A., & Papagni, E. 2007. “The determinants of corruption in Italy: Regional panel data analysis”. *European Journal of Political Economy*, 23(2), 379-396.
- Frechette, G. R. 2006. Panel data analysis of the time-varying determinants of corruption.
- Hofstede, G. 2003. *Culture's consequences: Comparing values, behaviours, institutions and organizations across nations*. Sage publications.
- Husted, B. W. 1999. “Wealth, Culture, and Corruption”, *Journal of International Business Studies*, 30 (2), 339-359.

- Merritt, A. 2000. "Culture in the cockpit: Do Hofstede's Dimensions replicate?" *Journal of Cross-Cultural Psychology*, 31(3), 283-301.
- Minkov, M., & Hofstede, G. 2014. "A replication of Hofstede's uncertainty avoidance dimension across nationally representative samples from Europe." *International Journal of Cross Cultural Management*, 14(2), 161-171.

Thema 17: The Phenomenon of Cryptocurrency in Germany – A Timeline and Literature Review

Das Phänomen der Kryptowährung in Deutschland – Eine Zeit- und Literaturübersicht

Digital currencies, independent of classical institutions such as central bank, are rapidly expanding in scope and popularity, bringing with them the potential for fundamental changes to the financial industry and beyond. Recently rapid growth emerged and the capitalization of the cryptocurrency market surpassed the \$700 billion mark¹, marking this phenomenon as a largescale, impactful innovation of relevant to organizational studies. Retail executives, notably at Ebay and Amazon, are seriously considering to accept Bitcoin (and alternatives such as Ethereum) as a payment method. This raises two interesting research questions: First, what key events have shaped the rise and adoption of cryptocurrencies in general and, particularly in Germany? Second, how is the research community in management (and related fields) responding?

Guided by the thesis supervisor, this bachelor thesis should first assemble a timeline of the most impactful events around bitcoin from its inception to the first half of 2018 in a summary table, followed by a structured literature review (see example below), beginning with peer-reviewed journal articles and conference papers.

Selected literature:

- Bariviera, A. F. 2017. “The inefficiency of Bitcoin revisited: a dynamic approach.” *Economics Letters*, 161, 1-4.
- Bouri, E., Molnár, P., Azzzi, G., Roubaud, D., & Hagfors, L. I. 2017. “On the hedge and safe haven properties of Bitcoin: Is it really more than a diversifier?” *Finance Research Letters*, 20, 192-198.
- Bureau, S. 2014. “Piracy as an avant-gardist deviance: how do entrepreneurial pirates contribute to the wealth or misery of nations?” *International Journal of Entrepreneurship and Small Business*, 22(4), 426-438.

- Dodgson, M., Gann, D., Wladawsky-Berger, I., Sultan, N., & George, G. 2015. “Managing digital money”. *Academy of Management Journal*, 58(2), 325-333.
- Geroski, P. 2003. *The Evolution of New Markets*. Oxford: Oxford University Press.
- Gregoire, D. A., & Cherchem, N. 2017, January. “Looking for a way Forward: A Structured Literature Review of Effectuation Research”. *Academy of Management Proceedings*, 2017(1), 12907. Academy of Management.
- Weber, B. 2014. “Bitcoin and the legitimacy crisis of money”. *Cambridge Journal of Economics*, 40(1), 17-41.

Thema 18: Ready for a Real Business Challenge? Support a Startup with your Expertise!

Bereit für eine richtige betriebswirtschaftliche Herausforderung? Unterstütze ein Startup mit deiner Expertise!

This topic is more applied. You will work with a startup team and solve a real challenge. This can be an improvement to a business plan, a pricing strategy and marketing strategy, testing of a prototype or another pressing issue that needs your business expertise. Next to a theoretical element that will be discussed in your first consultation meeting with your project supervisor, your thesis mainly constitutes a consulting report that is well-grounded on due diligence. Beware that this thesis is more challenging and more work than conventional theses – but if you are considering entrepreneurship as a career choice you will love the challenge and benefit from a great learning experience. For reference projects (more comprehensive) in the Mannheim Master in Management please visit the Mannheim Center for Entrepreneurship and Innovation website (www.mcei.de). We are not per se limited to a certain startup and projects depend on availability. Most likely, you will work with a startup in the MAFINEX or C-HUB startup centers. Looking forward to discussing the specifics with you in our first meeting.

Selected literature:

- Ries, E. 2011. *The Lean StartUp – How Constant Innovation Creates Radically Successful Businesses*. London, UK: Penguin Books.
- Osterwalder, A. and Pigneur, Y. 2010. *Business Model Generation – A Handbook for Visionaries, Game-Changers and Challengers*. New Jersey, USA: Wiley.
- Blank, S. and Dorf, B. 2012. *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*. K&S Ranch.

Thema 19: Ready for a Real Business Challenge? Develop an In-Depth Case Study on one of our Successful Startups!

Bereit für eine richtige betriebswirtschaftliche Herausforderung? Entwickele eine Fallstudie über eines unserer erfolgreichen Startups!

This topic is more applied. You will work with a startup team and develop a Harvard/ Stanford style teaching case study on them. The case study will be centered on a core challenge they have overcome in growing their business. Next to a theoretical element on case study writing that will be discussed in your first consultation meeting with your project supervisor, your thesis mainly constitutes a case study for teaching purposes. We are not per se limited to a certain startup and projects depend on availability.

Most likely, you will work with a startup in the MAFINEX or C-HUB startup centers. Looking forward to discussing the specifics with you in our first meeting.

Selected literature:

- HBS Case Development (<http://www.hbs.edu/faculty/research/Pages/case-development.aspx>); (<http://www.hbs.edu/teaching/resources/Pages/default.aspx>)
- The Case Centre (<http://www.thecasecentre.org/>)