FAU FRIEDRICH-ALEXANDER
UNIVERSITY OF
ERLANGEN-NÜRNBERG

SCHOOL OF BUSINESS &
ECONOMICS

INTERNATIONAL
MANAGEMENT

The list shows all currently available bachelor thesis topics at the Department of International Management (Last update: May 20, 2019):

1. **Hard to earn, easy to lose: Personal reputation in cross-cultural teams** (Advisor: Theresa Bernhard) [Bearbeitungssprache: Englisch]

   Although the term *reputation* is frequently used in everyday language and life and with reference to diverse aspects and actors such as organizations, products, services or individuals, academia has mainly researched product or organizational reputation, but compared to its frequent common usage personal reputation has received less scientific attention. This is particularly true for cross-cultural teams. Moreover, the existing literature is largely unsystematic, which creates challenges for future research on the topic. This thesis aims to work on this research gap by conducting a systematic literature analysis on the role of personal reputation in cross-cultural teams.

2. **Does diversity matter? An analysis of management board composition and its connections to corporate scandals** (Advisor: Marcus Conrad) [Bearbeitungssprache: Englisch]

   Research argues that the composition of a team has significant influences on decision-making. Generally speaking, diversity is considered as a tool for reaching better decisions. In corporations, the management board can be considered as a team, and research argues that the composition of this board also influences decision-making related to operative and strategic decisions as well as ethical considerations. Emphasizing recent scandals like the Deepwater Horizon incident or the Volkswagen emission scandal, diverse management board compositions come into play. Do those compositions have an influence on the appearance of corporate scandals? Do gender, age, educational background or diverse nationalities matter when analyzing whether a scandal occurred or not? This bachelor thesis aims to shed light on the aforementioned questions.

3. **Prevention of the next Volkswagen scandal: Individual, organizational and institutional predictors for corporate misconduct** (Advisor: Marcus Conrad) [Bearbeitungssprache: Englisch]

   The frequent occurrence of scandals in practice (e.g. BP's Deepwater Horizon, Volkswagen's Emission Scandal, or the manipulation of interest rates by Deutsche Bank) emphasizes the importance to analyze such events from a business ethics perspective. Research in the domain of Corporate Misconduct has analyzed such events in detail from a post-scandal perspective, but less in regards to its predictors and anticipants (pre-scandal perspective). In this domain research points out individual, organizational as well

as institutional factors that can - at least partly - predict misconduct and scandals of corporations. This bachelor thesis aims at developing a structured classification towards those streams of literature in order to create a tool that can be applied in practice for the prevention of scandals in the future.

4. Blockchain – A game changer in international business (Advisor: Amanda Hooper)

[Bearbeitungssprache: Englisch]

Blockchain, the rising technology behind Bitcoin, is beginning to extend outside the realm of cryptocurrency and into the world of international business. It is transforming traditional business activities by streamlining processes, increasing trust, and saving time and costs for companies. Select a functional area of business like Finance, Supply Chain Management, Marketing, etc. and explore how the implementation of blockchain is disrupting the status quo and inspiring new ways of doing business. Analyze the impact of blockchain on this area according to its strengths, weaknesses, opportunities, and threats, focusing particularly on its future implications.

5. Diversity and inclusion in the globalized workplace (Advisor: Amanda Hooper)

[Bearbeitungssprache: Englisch]

How do companies create inclusive workplaces and build accepting corporate cultures that support a diverse, global talent pool? Pick a specific group to focus on, like the LGBT community, people with disabilities, minority groups, women, elderly employees, etc. What types of programs and initiatives can companies employ in order to foster better team environments for this group and leverage the strength of diversity? How does interaction with this group influence other employees within a company? How can companies help employees in this group feel valued and supported?

6. Employees' identification with a multinational company (Advisor: Christina Kempf)

[Bearbeitungssprache: Englisch]

Existing research has shown that employees' identification with their company results in numerous positive outcomes for both the individuals themselves as well as their organization. From an individual perspective, a high degree of identification fulfils the employees' need for safety and affiliation. From a corporate perspective, strong identification results inter alia in higher job satisfaction, intrinsic motivation, and company loyalty. The aim of the thesis is to analyze the sources of employees' identification with a multinational company. What are specific sources of identification for companies on the global market? What could be influences on the employees' identification? The research topic should be examined through a literature review or an appropriate empirical study.

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7. **The application of cross-cultural simulations in a business context** (Advisor: Christina Kempf) [Bearbeitungssprache: Englisch]

Cross-cultural simulations as an entertaining type of experiential cross-cultural training are increasingly getting used in academia and the business world. While the first cross-cultural simulations were developed almost 50 years ago, research on the outcomes of such trainings methods remains scare. It is the aim of this thesis to review the literature on the outcomes of cross-cultural simulations in a corporate context. What are the main aims of cross-cultural simulations offered to employees? Which factors could influence the results of such cross-cultural simulations? How could existing cross-cultural simulations be further improved in order to meet employees' specific needs? The literature review should be supported through the critical analysis of a small number of practical examples of cross-cultural simulations offered to employees.

8. **Modern methods of teaching in international business: An empirical study** (Advisor: Laura Kirste) [Bearbeitungssprache: Englisch]

With digitalization and modern communication technologies, teaching in institutions of higher education find themselves in new teaching environments. On the one hand, students have developed different learning styles and on the other hand, organizations require students to bring a digital skillset. Especially future managers in global environments are in need of digital and intercultural skills. How can institutions of higher learning convey such skills? What are suitable, cost-effective, and feasible methods and what are their advantages and disadvantages?

9. **Business ethics in Russia: A literature review** (Advisor: Marc Oberhauser) [Bearbeitungssprache: Englisch]

Russia is a global energy giant and a major natural resource player and Moscow is the city with the highest number of luxury cars in the world. The Russian market is of high interest to multinational companies, but due to a lack of institutional voids, conducting business is not always easy. Therefore, the aim of this thesis is to shed light on business practices in Russia in general and in particular on the development of business ethics since the collapse of communism.

The assignment of bachelor thesis topics takes place on Wednesday, June 19, 2019, 3:30 pm, room 5.212.