

Entrepreneurship Topics for Master Programs' Theses

April 2019

Supervisor	Contact	Thesis Topic	Short Description of Topic	Language	Introductory Literature	Comment	Program			
							MiM	MBA	MISM	SUSTM
Professor René Mauer	Nicolas van de Sandt	Entrepreneurship education; entrepreneurial intention and career choices of Business school alumni	This study explores the role of Entrepreneurship Education for entrepreneurial intentions among student groups, as well as the link to actual entrepreneurial behavior.	English	We expect the candidate to independently look for appropriate scientific literature.	qualitative; structure and further details to be discussed with the chair	×			
Professor René Mauer	Nicolas van de Sandt	Entrepreneurship education; dynamics in interactive programs	This study explores the role of team and individual (emotional) dynamics in Entrepreneurship Education programs.	English	We expect the candidate to independently look for appropriate scientific literature.	qualitative; structure and further details to be discussed with the chair	×			
Professor René Mauer	David Lehmann	Family Firms and Entrepreneurial Ecosystems	How do family firms influence regional entrepreneurial activities?	English	Stough, R., Welter, F., Block, J., Wennberg, K., & Basco, R. (2015). Family business and regional science: 'Bridging the gap'. <i>Journal of Family Business Strategy</i> , 6(4), 208–218. http://doi.org/10.1016/j.jfbs.2015.11.002	qualitative; structure and further details to be discussed with the chair	×			
Professor René Mauer	David Lehmann	Family Effectuation	Literature review on the intersection of family business and effectuation studies	English	Randerson, K., Bettinelli, C., Fayolle, A., & Anderson, A. (2015). Family entrepreneurship as	Structured literature review; details to be discussed with	×	×	×	

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					a field of research: Exploring its contours and contents. Journal of Family Business Strategy, 6(3), 143–154. https://doi.org/10.1016/j.jfbs.2015.08.002	the chair				
Professor René Mauer	David Lehmann	University Entrepreneurial Ecosystems	Literature review on the entrepreneurial ecosystems of universities	English / German	Miller, D. J., & Acs, Z. J. (2017). The campus as entrepreneurial ecosystem: the University of Chicago. Small Business Economics, 49(1), 75–95. https://doi.org/10.1007/s11187-017-9868-4	Structured literature review; details to be discussed with the chair	×	×	×	
Professor René Mauer	David Lehmann	University Entrepreneurial Ecosystems	Research on the entrepreneurial ecosystems of Berlin universities	English / German	Miller, D. J., & Acs, Z. J. (2017). The campus as entrepreneurial ecosystem: the University of Chicago. Small Business Economics, 49(1), 75–95. https://doi.org/10.1007/s11187-017-9868-4	Qualitative Research (Interviews / Case studies)	×	×		
Professor René Mauer	David Lehmann	Social value creation through family entrepreneurship	Examine the intersection of social entrepreneurship and family business research, including a comprehensive literature review.	English	Woodfield, P., Woods, C., & Shepherd, D. (2017). Sustainable entrepreneurship: another avenue for family business scholarship? Journal of	qualitative; structure and further details to be discussed with the chair			×	×

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					Family Business Management, 7(1). http://doi.org/10.1108/JFBM-12-2015-0040					
Professor René Mauer	Alexander Meister	Social Entrepreneurship and Motivation	This study explores the role of passion and motivation in the context of social entrepreneurial activity.	English	We expect the candidate to independently look for appropriate scientific literature.	qualitative; structure and further details to be discussed with the chair	×			×
Professor René Mauer	Alexander Meister	Creativity tools & entrepreneurial methods for social entrepreneurship and innovation - How to create new ideas	Study on entrepreneurial methods and tools to create social innovation with the focus on approaches of social and sustainable ideation.	English	We expect the candidate to independently look for appropriate scientific literature.	qualitative; structure and further details to be discussed with the chair		×		×
Professor René Mauer	Maximilian von der Ahé / company: Betahaus	Business Acceleration of ventures in acceleration programs	This study explores the impact of participation in a Business Acceleration program on the development of the participating early stage ventures	English	We expect the candidate to independently look for appropriate scientific literature.	qualitative; structure and further details to be discussed with the chair	×	×		
Professor René Mauer	Tim Schneider / company: Karmanoia	Go-to-market and communication strategies in culture and creative entrepreneurship	How to sell an artistic experience? Ventures in the space of culture and creative entrepreneurship have particular characteristics. Part of the challenge is an identity conflict between the production of a somehow artistic product and the		We expect the candidate to independently look for appropriate scientific literature.	qualitative; structure and further details to be discussed with the chair	×	×	×	

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			set-up of a professional commercialization organization. This thesis will apply action research on an ongoing creative venture project to determine adequate go-to-market and communication strategies.							
Professor René Mauer	Mervyn Maistry / company: konfid.io	New Value Creation with Blockchain	Blockchain has received considerable attention with regard to cryptocurrencies. However, with its underlying mechanism rooted in cryptoeconomics and smart contracts, a variety of other value propositions are emerging. This thesis will have the opportunity to dive deep into the emergent process of value creation in the context of blockchain technology.	English	We expect the candidate to independently look for appropriate scientific literature.	qualitative; structure and further details to be discussed with the chair	×	×		
Professor René Mauer	Finn Rieder / company: Wendero	Successful business growth through new business execution models in corporates	There is a broad range of different innovation activities which are carried out in established companies. However, little is known about the actual innovation success of these initiatives. This thesis will explore a set of innovation processes and determine mechanisms of successfully executing corporate innovation initiatives.	English	We expect the candidate to independently look for appropriate scientific literature.	qualitative; structure and further details to be discussed with the chair			×	

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Professor René Mauer	Lisa Steigertahl	Leading a Startups - effectuation as key technique for successful founders	This study explores the role of effectuation in successful decision making processes and in the startup context.	English	We expect the candidate to independently look for appropriate scientific literature.	qualitative; structure and further details to be discussed with the chair	×	×		
Professor René Mauer	Chloé Ipert	Blockchain & entrepreneurship: new forms of organizations and governance	How do blockchain-entrepreneurial structures differ from traditional ones, from a decision making and ownership perspective? Blockchain underlying principles have impacts on the governance and decision making of the entrepreneurial structures (using tokens, build on open source, rely on autonomous transactions...). This study will explore the decision making and ownership in blockchain-entrepreneurial structures.	English	Governance in the blockchain economy: A framework and research agenda (Beck R. Muller-Bloch C. Leslie King J.) Journal of the association for information systems - March 2018	qualitative; structure and further details to be discussed with the chair	×			
Professor René Mauer	Chloé Ipert	Blockchain & entrepreneurship: funding decision making	Blockchain technology brought new ways of funding, thus offering diverse funding options to founders (traditional funding or blockchain funding including ICO, Sto or a combination). This study will explore founders' motivations and decision making process when they're raising funds.	English	We expect the candidate to independently look for appropriate scientific literature.	qualitative; structure and further details to be discussed with the chair	×			