



## Suggested Topics for Final Theses

### Remark

- In general, all topics can be taken for a thesis in English or German. French is possible on request. Exceptions from this rule are stated in brackets.
- The topics are initial suggestions. They can be further specified and broken down into more concrete environments, industries, or focus areas in discussion with the supervisor.
- Other subject areas can, of course, always be suggested.

### Subject Areas

#### STRATEGIC & INTERNATIONAL MANAGEMENT

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- Innovation Management (e.g., R&D Management, Technology Management, Patent Analysis)
- Country Portfolio Analysis (Long-term analysis of country-level data)
- National Competitiveness (Porter's Diamond, international comparisons, especially German–French comparisons)
- New Strategy Concepts or Methods (Resilience Strategies, Crisis & Risk Management, Cooperation Patterns)

#### ACCOUNTING & MANAGEMENT CONTROL

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- CSR Reporting (GRI, EU Taxonomy, empirical CSR report analysis, industry CSR reporting analysis)
- Investment Appraisal and Capital Budgeting under Risk (Financial Evaluation of R&D projects, Innovation Planning, Technology Evaluation)
- Long-Term Financial Planning (Simulation, risk-oriented Planning, Value Analysis, empirical financial report analysis)
- International Comparative Accounting (Differences in national accounting regimes, impact on planning and analysis)

#### METHODS

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- Scoring Models / Analytical Hierarchy Process
- Decision Tree Analysis
- Monte Carlo Simulation
- Patent Data Analysis / National Level Data Analysis



## Suggested Topics

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- (1) Patterns of innovation and innovation competitiveness in France and Germany - a comparative study based on Porter's diamond theory
- (2) Patent-based analysis of innovative activity in the XYZ Industry: Evidence from ABC technologies (Different Industries Possible)
- (3) Synergies and competition between national economies of France and Germany - structural comparison based on Porter's diamond theory
- (4) Differences in accounting guidelines for small and medium-sized enterprises in France and Germany
- (5) Sustainability reporting in France and Germany - overview of current trends and the adoption of international reporting standards (different methodologies possible)
- (6) Mergers and acquisitions and the internationalization of public companies- a case study of M&A activities of Deutsche Bahn AG 2008-2024 (data and coaching provided by Deutsche Bahn AG)
- (7) Is there something like a typical German strategy pattern?  
Comparative multi-case analysis of German and US American Corporate Strategies
- (8) Strategic group analysis of the strategic management consulting industry:  
Does size influence strategic orientation and financial performance?
- (9) Country portfolio analysis: Assessing the long-term development of the competitive position of countries using a portfolio approach
- (10) Demergers in Corporate Strategy: A multi-case analysis of motives, Implementation and Success (maybe for a specific industry)
- (11) Assessment of competing CSR reporting frameworks
- (12) The impact of digitalization on the strategy process  
(<https://www.bcg.com/publications/2019/five-rules-digitalstrategy>)
- (13) CO2 Neutrality of energy Intensive industries as a sustainable strategy (fact or fiction? implementation? examples?)
- (14) Corporate venturing: goals, strategies and success factors - A Case Study Analysis in the XYZ Industry (*Different Industries Possible*)
- (15) Crisis communication: The case of the Ukraine war and the energy crisis



- (16) Crisis stress tests as tool for corporate strategy
- (17) Evaluation of disruptive innovations
- (18) application of quantitative risk models: Monte Carlo, decision tree
- (19) Analysis of the international competitiveness of the German and French Automotive Industry in Electrical Mobility
- (20) Monte Carlo Simulation for the evaluation of disruptive Innovations
- (21) Monte Carlo Simulation in crisis stress tests
- (22) Resilience strategy as an upcoming strategic concept: conceptual approach based on analysis of recent management literature
- (23) Motives and deal characteristics of M&A in the process industry: An empirical multi-case Analysis

## **Contact**

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