

BACHELOR THESIS

Spring 2025

Sample topics

Our Bachelor theses (BWL or Wi.-Päd.) are offered in three methodological formats (“flavors”):

1. **Literature review:** Summarizing, structuring, and critically reviewing the existing literature on a specific topic.
2. **Conceptual research:** Developing a conceptual framework or model to structure, elaborate, or answer a specific research question using pertinent theories.
3. **Exploratory empirical research:** Exploring a specific research phenomenon by using literature as well as primary (interviews) and secondary (e.g., databases, internet) data sources.

Research field “Risk and Disruptions”

- The Russia-Ukraine war and supply chains: Consequences and implications
- Supply chain resilience strategies in operations management
- The effects of economic sanctions in disrupting the supply chains of the imposed country

Research field “Relationships”

- B2B influencer marketing and procurement: Landscape, effects, and strategies
- Digital negotiation tools in B2B contexts
- Give and take: Cooperation, business partnering, and networking of procurement with other functions
- Communicating bad news in interorganizational relationships

Research field “Innovation and Entrepreneurship”

- Artificial intelligence in procurement negotiations: Applications, trends, and issues
- How to collaborate with startup suppliers?
- Supplier innovation push: Analysis of the determinants influencing supplier’s willingness to share innovative ideas with specific customers

Research Field “Sustainability”

- Analysis of global CSR regulations: A global level playing field for procurement?
- Management of complexity and traceability to facilitate sustainable sourcing
- Overview and comparison of sustainability reporting standards related to supply chains
- Environmental sustainability, social sustainability, or both – Which path to take towards sustainable procurement?

Research field “Strategies and Performance”

- Agile procurement: Concepts, challenges, and opportunities
- The future of procurement: Scenarios and maturity models
- Performance measurement in procurement: Overview and state of the art
- Is globalization reversing? Reshoring vs. offshoring of global supply chains