

BACHELOR THESIS

Spring 2024

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”

- “Force majeure” claims in buyer-supplier relationships during the Covid-19 pandemic [B]
- Hedging in commodity procurement: An analysis of strategies and best practices for sourcing copper in the automotive industry [A or C]
- The effects of economic sanctions in disrupting the supply chains of the imposed country [C]

Research field “Relationships”

- B2B influencer marketing and procurement: Landscape, effects, and strategies [B]
- Digital negotiation tools in B2B contexts [A or C]
- Give and take: Cooperation, business partnering, and networking of procurement with other functions [A or B]
- Teaching negotiation using experiments and online tools [B]

Research field “Innovation and Entrepreneurship”

- An overview of the current procurement technology landscape [C]
- How to collaborate with startup suppliers? [C]
- Supplier innovation push: Analysis of the determinants influencing supplier’s willingness to share innovative ideas with specific customers [A, B or C]

Research Field “Sustainability”

- Analysis of global CSR regulations: A global level playing field for procurement? [A]
- Management of complexity and traceability to facilitate sustainable sourcing [A or C]
- Overview and comparison of sustainability reporting standards related to supply chains [A]

Research field “Strategies and Performance”

- Agile procurement: Concepts, challenges, and opportunities [A or C]
- The future of procurement: Scenarios and maturity models [A or C]
- Topic modeling in management research: Applications of Latent Dirichlet Allocation [A]