UNIVERSITY
OF MANNHEIM
Business School

BACHELOR THESIS
Sample topics
Spring 2023

Bachelor theses (BWL or Wi.-Päd.) at the Endowed Chair of Procurement come in three "flavors":

1. **Literature review**: Summarizing, structuring, and critically reviewing the existing literature on a certain topic.
2. **Conceptual research**: Developing a framework or model for a specific research question based on a given theory (or given 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 Russia-Ukraine war and supply chains: Consequences and implications [B/C]

Research field "Relationships"

- B2B influencer marketing and procurement: Landscape, effects, and strategies [B]
- Digital negotiation tools in B2B contexts [A or C]
- Sensitive information sharing in buyer-supplier relationships [A or C]
- Teaching negotiation using experiments and online tools [B]

Research field "Innovation and Entrepreneurship"

- How to collaborate with startup suppliers? [C]
- Procurement of innovative software – Choosing the right pricing model [A or B]
- 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]