Master's Thesis and PhD Forum









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1. Value Proposition of the Chair of B2B-Marketing, Sales & Pricing

2. Writing Your Master's Thesis at Our Chair

3. Doing a PhD at Our Chair

Value Proposition of the Chair



Topics of Interest

- Topics of high relevance for research and practice
- Variety of interesting questions

Intensive **Supervision**

- Competent and "customer-oriented" service
- Teaching and use of the latest scientific and methodological knowledge

Valuable Results

- Challenging master's thesis in terms of content
- Opportunities for publication

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Prerequisites for a Master's Thesis



- Successful completion of a seminar MKT 7X0 at one of the marketing chairs → LS Homburg MKT 710, LS Stahl MKT 720, LS Kuester MKT 730, LS Kraus MKT 740, LS Vomberg MKT 750
- We also recommend that students write their master's thesis at the same chair where they wrote their seminar paper as this allows for an early involvement in the research and project work of the respective chair

Writing Your Master's Thesis At Our Chair



General Information

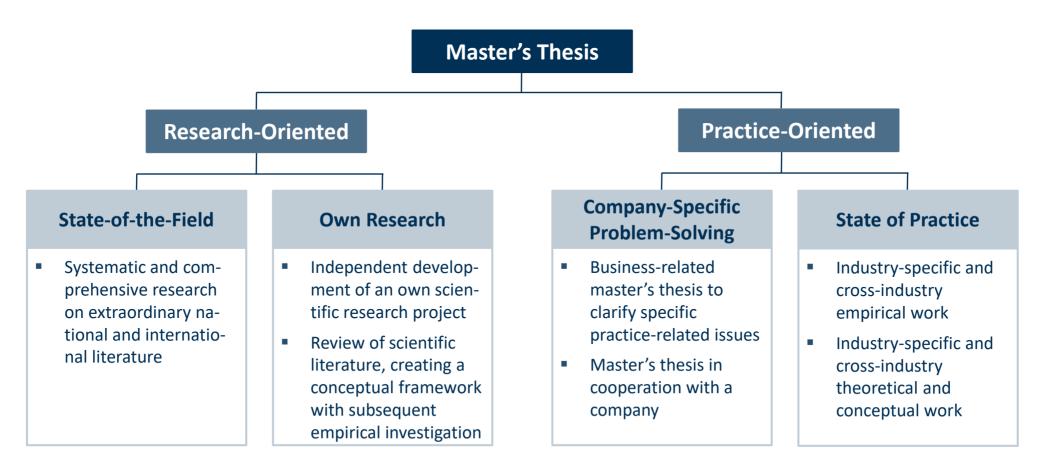
Topic Choice:

- Option to write either research-oriented or practice-oriented master's thesis (s. next slide)
- Opportunity to choose from a variety of pre-defined topics on our website (e.g., price management, product management, customer relationship management, B2B marketing)
- Possibility to propose own topics
- Submission of master's thesis either in German or English
- For an empirical thesis, opportunity to submit the work in the form of a scientific paper, which
 may provide publishing opportunities where applicable
- Option to access old theses for reference



Types of Master's Theses at Our Chair





The Process of Writing a Master's Thesis Scheduling



- Start time fully flexible (once all conditions are met)
- Individual schedules are arranged directly with the respective supervisor
- Typical process and time required:

~ 2-6 Weeks ~ 1-2 Months 20 Weeks Official **Topic Search** Preparation Processing Time Phase **Process** (Selection of topic from (First reading, drawing (Own investigations, our website or proposal the outline, preparing data analysis, actual of own topic) own investigations etc.) writing etc.)

The Process of Writing a Master's Thesis

UNIVERSITY OF MANNHEIM Business School

Exemplary Schedule

Phases	Sep	Oct	Nov	Dez	Jan	Feb
Topic search and derivation of research questions						
Review of the literature						
Development of frameworks to structure the research field						
Conduction of expert interviews						
Writing the thesis						•

Requirements of a Good Master's Thesis

Flawless citation



Scientific Sophistication Scientific Terms of Develor	on of added value for research and/or practice
Scientific Sophistication Scientific Terms of Develor	
Scientific Sophistication Clear p Terms of Development	ication of relevant research gaps
Sophistication Terms of Develo	latic and comprehensive screening and adaptation of high-profile literature
• Develo	resentation of theoretical reference points
Develo	of theoretical/scientific knowledge in the context of the provided argument
■ Represe	pment of own approaches and concepts, potentially own empirical investigation
	entation of implications for further research and practice
	ative outline and clear objective
Clear • Meanir	ngful classification of the subject and clear integration of relevant scientific literature
Structure & • Clarity	of rational and structured thinking (1 paragraph = 1 thought)
Presentation • Sound	and logical argumentation
Critical	acclaim of the literature
Formalities • No form	

Success Factors for Writing a Master's Thesis





Personal Success Factors



- Analytical thinking
- Enthusiasm for the selected topic
- Motivation



Process-Related Success Factors



- Timely and regular interaction with the supervisor
- Professional time management

Your Contact for Master's Theses



In case of questions regarding the master's theses, please contact:

Alin Schröder

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Phone: +49 621 181 3552

Office Hours: by appointment

 Office: L5, 1, 68161 Mannheim (1st floor, room 110)

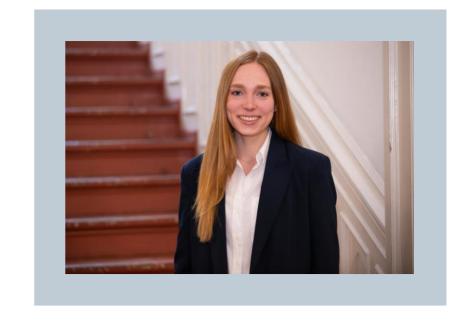


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Reasons for a PhD in Marketing





Personal and Professional Development

- Independent and creative idea development
- Conceptual and logical reasoning
- Statistical and textual analyses
- Writing and results presentation
- Project and time management



Excellent Career Opportunities

- Preparation for an academic career by learning how to publish in leading scientific journals
- Preparation for a managerial career as a PhD at our chair is highly valued in business practice
- Alumni are placed within major industrial and consulting firms



Ongoing Learning Process

- Position yourself as an expert in a field of your choice
- Attend doctoral courses and international conferences to expand your knowledge and acquire crucial competencies that are valued both in academia and business practice



PhD at Our Chair

General Information





Duration: 3 – 3.5 years in total → Fast Track: outline your PhD topic in your master's thesis



Employment at a **75% position** (EG 13 TV-L)



Structured Process: close supervision and regular meetings with Prof. Homburg



Diverse set of tasks (e.g., teaching, event organization, external communications, management of cooperation with business partners, HR management)



Side jobs are possible, e.g., teaching at other institutions or consulting jobs

What Makes Our Chair Unique?



Scientific Excellence

Dissertation projects aim to be published in the leading scientific • journals (e.g., numerous publications in the Journal of Marketing)

IMU Network

First-class network with leading companies from different industries • with opportunities for data collection (e.g., BOSCH, SAP, L'Oréal, BASF)

Practical Experiences

Unique opportunity to gain practical experiences with our corporate • partners from the IMU network (e.g., Accenture)

Structure and Financial Resources

Clear responsibilities and processes,
sufficient financial resources for dissertation project (e.g., data collection, doctoral courses, conferences)

Team

 All members of our large and diverse
 team are highly qualified, dynamic and motivated. Each doctoral student is assigned a mentor to support them.

Reputation

 Prof. Homburg is placed among the
 leading German management professors and most productive scholars in the marketing discipline







How to Get Started for a PhD



6-12 months before start of master's thesis 2-3 months 6-12 months after seminar 20 weeks Start of Coaching Master's Thesis, Process / Topic Start of PhD / **Decision Process** / Basis for Finding with Work at Chair **Application** Dissertation Prof. Homburg **Proposal** You detect your inte-You hand in usual You work out options Usual master's thesis Directly after subrest for scientific application docufor PhD-relevant mission of master's Literature review / work ments at the chair research questions thesis: Start at chair expert interviews in Potentially, you We possibly invite You develop an your target field Preparation of discuss your plans you to an assessment understanding of the papers with your supervisor at the chair empirical side of vour further studies

- + Early career planning: we can offer positions about one year in advance
- + Smooth transition between master's thesis and PhD assures time synergies for your dissertation
- + Early integration into the team of the chair, i.e., at events

Exemplary Timings of a PhD



Start of PhD

Phases	Q1-Q2 2024	Q3-Q4 2024	Q1-Q2 2025	Q3-Q4 2025	Q1-Q2 2026	Q3-Q4 2026	Q1-Q2 2027	Q3-Q4 2027	
Completion of the research seminar and application for a PhD position									
Alignment of PhD topic and master's thesis to define research questions, conceptual model & hypotheses	_	vacation							
Acquisition of funds to investigate the aligned research questions and test the hypotheses									
Data collection				_					
Paper development, writing, and submission (and MANY revisions)									
Actually writing the thesis and dissertation defense									

Your Contact for a PhD



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Alin Schröder

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