

Bachelorarbeitsthemen Betriebswirtschaftslehre Frühjahrs- / Sommersemester 2020

Studierende der Betriebswirtschaftslehre, die im FSS 2020 ihre Bachelorarbeit am Lehrstuhl für Mittelstandsforschung und Entrepreneurship (Prof. Dr. Michael Woywode) schreiben, können eines der im Folgenden vorgestellten Themen bearbeiten.

Die Bearbeitung der Bachelorarbeit kann – sofern dies die jeweilige Prüfungsordnung zulässt – wahlweise auf Deutsch oder Englisch erfolgen.

Thema 1: Entrepreneurship Education Under the Perspective of New Institutionalism – Which Institutions Are Shaping Our Perception of the Matter?

Entrepreneurship-Lehre aus der Perspektive des neuen Institutionalismus - Welche Institutionen prägen unsere Wahrnehmung der Sache?

Entrepreneurship education has grown into an important topic for universities worldwide. In the process of enhancing or creating new courses of study, there are certain role models, which are taken into account (e.g. Silicon Valley). Is it true that these are serving as role models for universities? Which role models are that? How are these role models shaping the new programs? And are these role models leading to homogeneity among teaching offers?

Selected literature:

Lecours, A. (2005). *New institutionalism: Theory and Analysis*. Toronto: University of Toronto Press.

Powell, W. W., & DiMaggio, P. J. (2012). *The New Institutionalism in Organizational Analysis*. Chicago: University of Chicago Press.

Walter, S. G., & Block, J. H. (2016). Outcomes of entrepreneurship education: An institutional perspective. *Journal of Business Venturing*, 31 (2), 216-233.

Thema 2: Entrepreneurship Education and Digital Transformation: Connections in the Literature – A Literature Review

Entrepreneurship Education und Digitale Transformation: Verbindungen in der Literatur – Eine Literaturanalyse

Digital transformation has grown into an important topic for companies and the society alike. The literature on the topic has also grown enormously. The viewpoint of entrepreneurship and more specifically entrepreneurship education is still under researched. This thesis aims at building the bridge between the two topics. Under which considerations is entrepreneurship and entrepreneurship education affecting digital transformation? Do companies and employees need to be entrepreneurial to effectively foster digital transformation?

A central component of the proposed thesis is the identification of relevant conceptual and empirical literature. At the end a framework should give an overview of the current state of the connections between the two topics.

Selected literature:

Galindo-Martín, M. A., Castaño-Martínez, M. S., & Méndez-Picazo, M. T. (2019). Digital transformation, digital dividends and entrepreneurship: A quantitative analysis. *Journal of Business Research*, 101, 522–527.

Katz, J. A. (2003). The chronology and intellectual trajectory of American entrepreneurship education: 1876–1999. *Journal of Business Venturing*, 18 (2), 283–300.

Li, L., Su, F., Zhang, W., & Mao, J.-Y. (2018). Digital transformation by SME entrepreneurs: A capability perspective. *Information Systems Journal*, 28 (6), 1129–1157.

Martin, B. C., McNally, J. J., & Kay, M. J. (2013). Examining the formation of human capital in entrepreneurship: A meta-analysis of entrepreneurship education outcomes. *Journal of Business Venturing*, 28 (2), 211–224.

Thema 3: Digital Transformation: From Strategy to Assessment – A Literature Review

Digitale Transformation: Von Strategien zur Messung – Eine Literaturanalyse

Digital transformation has grown into an important topic for companies and the society alike. The literature on the topic has also grown enormously. While research on strategies for implementation of digital transformation is vast, the assessment of the success is still under researched. This thesis aims at giving a comprehensive overview of the current state of assessment of digital transformation processes in companies. How can digital transformation be assessed? What aspects can be assessed? What is the best practice in assessing digital transformation in companies?

A central component of the proposed thesis is the identification of relevant conceptual and empirical literature. At the end a framework should give an overview of the current methods for assessment and their usage across enterprises.

Selected literature:

Matt, C., Hess, T., & Benlian, A. (2015). Digital transformation strategies. *Business & Information Systems Engineering*, 57 (5), 339-343.

Scuotto, V., Arrigo, E., Candelo, E. and Nicotra, M. (2019). Ambidextrous innovation orientation effected by the digital transformation: A quantitative research on fashion SMEs. *Business Process Management Journal*, ahead-of-print.

Vega, A., & Chiasson, M. (2019). A comprehensive framework to research digital innovation: The joint use of the systems of innovation and critical realism. *The Journal of Strategic Information Systems*, 28 (3), 242-256.

Thema 4: Research on Management Fashions: The Case of Building Information Modeling

Forschung zu Management-Fashion: Der Fall des Building Information Modeling

Especially during the last ten years, a new management concept in construction industries called building information modelling (BIM) has gained more and more attention, starting to diffuse throughout the organizational field of construction industries. The conceptual core of BIM is to make processes in building industries more efficient, foster quality and reduce cost by a) intensifying collaboration between the involved professions and b) using integrated data models for planning, construction and facility management. Following the research on management fashions (Abrahamson, 1996; Kieser, 1997), which pattern of occurrence in the literature can we observe over time? Which triggers can be identified?

A central component of the Bachelor's thesis will be to survey and structure the relevant conceptual and empirical literature. Furthermore, the author will link the occurrence of BIM with potential triggers and analyze the adaptation of the BIM concept into different professional areas.

Selected Literature:

Abrahamson, E. (1996). Management Fashion. *The Academy of Management Review*, 21 (1), 254-285

Kieser, A. (1997). Rhetoric and myth in management fashion. *Organization*, 4 (1), 49-74.

Thema 5: The Institutional Context of Entrepreneurial Activity and Innovation

Der institutionelle Kontext von unternehmerischer Aktivität und Innovation

A critical dimension of the context that influences entrepreneurial activity and innovation is the institutional environment. The institutional environment consists of economic, political, and cultural contexts in which the entrepreneur finds him-/herself (Barnett, 1997; Shane, 2003; Jennings et al., 2013; Greenwood et al., 2017; Shepherd et al., 2018). It includes both the “rules of the game” that economists believe generate incentives for (or constraints on) certain types of behavior (e.g., North, 1990; Baumol, 1990) and the social setting that sociologists believe determines legitimate behavior (Aldrich & Fiol, 1994; Scott, 2001; Lounsbury & Glynn, 2001). Empirical evidence across social science disciplines has been accumulating on how (changes in formal and informal) institutions (North, 1990), institutional logics (Thornton, Ocasio, & Lounsbury, 2012), and institutional fields (Lounsbury & Glynn, 2019) — that are conceptualized at the occupational, community, regional, cluster, industry, and/or country levels — shape entrepreneurial perceptions (Tonoyan, Strohmeier, & Jennings, 2019), attitudes (Verheul et al., 2012), growth aspirations (Thébaud, 2015) as well as the distribution of enterprising individuals across socially-productive entrepreneurial activities (such as founding new organizations or developing novel offerings) (e.g., Barnett, 1997; Ruef, 2000; Eesley et al., 2018; Boudreaux, Nikolaev, & Klein, 2019) as opposed to those including socially-unproductive rent-seeking and corruption (e.g., Tonoyan et al., 2010).

You are expected to do a thorough scholarly review of the extant literature on the nexus between institutional environment and entrepreneurial activity and/or innovation. In addition to the critical discussion of the state-of-the-art of the literature, you are supposed to generate hypotheses to answer the following research questions: 1) whether and how *shifts in institutional logics* are generative of entrepreneurship and/or innovation; 2) how *social movements*, i.e., “change-oriented struggle” involving collective actions, tend to challenge the “status quo” spawning entrepreneurship and new market categories¹; 3) how (changes in) regulatory institutions in a country (e.g., Eberhart et al., 2013) become breeding grounds for entrepreneurial activity (e.g., among immigrants and women) and/or innovation.

¹ For example, social movement for grass-fed meat and dairy products inspired entrepreneurs to produce these products and increase their commitment to a new market category (e.g., Weber et al., 2008).

Selected Literature:

- Aldrich, H. E., & Fiol, C. M. (1994). Fools rush in? The institutional context of industry creation. *Academy of Management Review*, 19 (4), 645-670.
- Anderson, B. S., Wennberg, K., & McMullen, J. S. (2019). Enhancing quantitative theory-testing entrepreneurship research. *Journal of Business Venturing*, 34 (5).
- Barnett, W. (1997). The Dynamics of Competitive Intensity. *Administrative Science Quarterly*, 42 (1), 128-160.
- Baumol, W. J. (1996). Entrepreneurship: Productive, unproductive, and destructive. *Journal of Business Venturing*, 11 (1), 3-22.
- Boudreaux, C. J., Nikolaev, B. N., & Klein, P. (2019). Socio-cognitive traits and entrepreneurship: The moderating role of economic institutions. *Journal of Business Venturing*, 34 (1), 178-196.
- David, R., Sine, W. & Serra, C. (2017). Institutional theory and entrepreneurship: taking stock and moving forward. In R. Greenwood, C. Oliver & T. B. Lawrence *The SAGE Handbook of organizational institutionalism* (S. 671-687). London: SAGE Publications.
- Eberhart, R., Eisenhardt, K., & Eesley, C. (2013). How Making it Easier to Succeed Reduces Success: IPO Reform and New Firm Performance. Abgerufen von: https://pdfs.semanticscholar.org/2309/74705e7e591765603e16320d1759e869b6e5.pdf?_ga=2.209043734.584240636.1581516180-611802980.1558113269.
- Eesley, C. E., Eberhart, R. N., Skousen, B. R., & Cheng, J. L. (2018). Institutions and entrepreneurial activity: The interactive influence of misaligned formal and informal institutions. *Strategy Science*, 3 (2), 393-407.
- Greenwood, R., Oliver, C., Lawrence, T. B., & Meyer, R. E. (Eds.). (2017). *The Sage handbook of organizational institutionalism*. Thousand Oaks: Sage.
- Jennings, P. D., Greenwood, R., Lounsbury, M. D., & Suddaby, R. (2013). Institutions, entrepreneurs, and communities: A special issue on entrepreneurship. *Journal of Business Venturing*, 28 (1), 1-9.
- Greve, H. R. (2017). From the Editor. *Administrative Science Quarterly*, 62(3), v-vi.
- Lounsbury, M., & Glynn, M. (2019). *Cultural Entrepreneurship: A New Agenda for the Study of Entrepreneurial Processes and Possibilities* (Elements in Organization Theory). Cambridge: Cambridge University Press.
- Lounsbury, M., & Glynn, M. A. (2001). Cultural entrepreneurship: Stories, legitimacy, and the acquisition of resources. *Strategic Management Journal*, 22 (6-7), 545-564.
- Merton, R. K. (1965). On the shoulders of giants: A Shandean postscript. New York: Free Press.
- North, D. C. (1991). Institutions. *Journal of economic perspectives*, 5 (1), 97-112.
- Parker, S. C. (2018). *The economics of entrepreneurship*. Cambridge: Cambridge University Press.
- Ruef, M. (2000). The emergence of organizational forms: A community ecology approach. *American Journal of Sociology*, 106 (3), 658-714.

- Shepherd, D. A., Wennberg, K., Suddaby, R., & Wiklund, J. (2019). What are we explaining? A review and agenda on initiating, engaging, performing, and contextualizing entrepreneurship. *Journal of Management*, 45 (1), 159-196.
- Thébaud, S. (2015). Business as plan B: Institutional foundations of gender inequality in entrepreneurship across 24 industrialized countries. *Administrative Science Quarterly*, 60 (4), 671-711.
- Thornton, P. H., Ocasio, W., & Lounsbury, M. (2015). The institutional logics perspective. In R.A. Scott and S.M. Kosslyn. *Emerging Trends in the Social and Behavioral Sciences*, S. 1-22. Hoboken: Wiley.
- Tonoyan, V., Strohmeier, R., Habib, M., & Perlit, M. (2010). Corruption and Entrepreneurship: How Formal and Informal Institutions Shape Small Firm Behavior in Transition and Mature Market Economies. *Entrepreneurship Theory and Practice*, 34 (5), 803–832
- Tonoyan, V., Strohmeier, R., & Jennings, J. E. (2020). Gender gaps in perceived start-up ease: Implications of sex-based labor market segregation for entrepreneurship across 22 European countries. *Administrative Science Quarterly*, 65 (1), 181-225.
- Verheul, I., Thurik, R., Grilo, I., & Van der Zwan, P. (2012). Explaining preferences and actual involvement in self-employment: Gender and the entrepreneurial personality. *Journal of Economic Psychology*, 33 (2), 325-341.
- Weber, K., Heinze, K. L., & DeSoucey, M. (2008). Forage for thought: Mobilizing codes in the movement for grass-fed meat and dairy products. *Administrative Science Quarterly*, 53 (3), 529-567.

Thema 6: Developing an Intrapreneurial Taxonomy: An Attempt to Classify Intrapreneurial Activities Due to Differences in Their Processes, Antecedents, and Outcomes (and Goals)

Die Entwicklung einer Intrapreneurship-Systematik: Der Ansatz einer Klassifikation von Aktivitäten im Rahmen von Intrapreneurship, durch Unterschiede in Prozessen, Historien und Ergebnissen (und Zielen)

Intrapreneurship can be broadly defined as entrepreneurial activities undertaken within an existing organization (Antoncic & Hisrich, 2003). This bachelor thesis will focus on the process of intrapreneurship (e.g., Honig, 2001, Hornsby et al., 1993) as well its antecedents (e.g., Parker, 2011; Marvel, Griffin, Hebda, & Vojak, 2007) and outcomes (e.g. Rigtering, Weitzel, & Muehlfeld, 2019), and strive for a derivation of a taxonomy for various types of intrapreneurial activities based on those. A review of the relevant literature and a conceptualization (e.g., Ireland, Covin, & Kuratko, 2009) developed to underpin different types of intrapreneurship activities along with a body of future research suggestions are expected from the student. A section arguing on the benefits of separate consideration of different intrapreneurial activities (i.e. merits of the intrapreneurship taxonomy developed) is highly encouraged.

Selected Literature:

Antoncic, B., & Hisrich, R. D. (2001). Intrapreneurship: Construct refinement and cross-cultural validation. *Journal of Business Venturing*, 16 (5), 495-527.

Birkinshaw, J. (1999). The determinants and consequences of subsidiary initiative in multinational corporations. *Entrepreneurship Theory and Practice*, 24 (1), 9-36.

Covin, J. G., & Miles, M. P. (1999). Corporate entrepreneurship and the pursuit of competitive advantage. *Entrepreneurship Theory and Practice*, 23 (3), 47-63.

Covin, J. G., & Miles, M. P. (2007). Strategic use of corporate venturing. *Entrepreneurship Theory and Practice*, 31 (2), 183-207.

Corbett, A. C., & Hmieleski, K. M. (2007). The conflicting cognitions of corporate entrepreneurs. *Entrepreneurship Theory and Practice*, 31 (1), 103-121.

Honig, B. (2001). Learning strategies and resources for entrepreneurs and intrapreneurs. *Entrepreneurship Theory and Practice*, 26 (1), 21-34.

Hornsby, J. S., Naffziger, D. W., Kuratko, D. F., & Montagno, R. V. (1993). An interactive model of the corporate entrepreneurship process. *Entrepreneurship Theory and Practice*, 17 (2), 29-37.

Iacobucci, D., & Rosa, P. (2010). The growth of business groups by habitual entrepreneurs: The role of entrepreneurial teams. *Entrepreneurship Theory and Practice*, 34 (2), 351-377.

Ireland, R. D., Covin, J. G., & Kuratko, D. F. (2009). Conceptualizing corporate entrepreneurship strategy. *Entrepreneurship Theory and Practice*, 33 (1), 19-46.

Kuratko, D. F., Ireland, R. D., Covin, J. G., & Hornsby, J. S. (2005). A model of middle-level managers' entrepreneurial behavior. *Entrepreneurship Theory and Practice*, 29 (6), 699-716.

Marvel, M. R., Griffin, A., Hebda, J., & Vojak, B. (2007). Examining the technical corporate entrepreneurs' motivation: voices from the field. *Entrepreneurship Theory and Practice*, 31 (5), 753-768.

Parker, S. C. (2011). Intrapreneurship or entrepreneurship? *Journal of Business Venturing*, 26 (1), 19-34.

Rigtering, J. C., Weitzel, G. U., & Muehlfeld, K. K. (2019). Increasing quantity without compromising quality: How managerial framing affects intrapreneurship. *Journal of Business Venturing*, 34 (2), 224-241.

Russell, R. D. (1999). Developing a process model of intrapreneurial systems: A cognitive mapping approach. *Entrepreneurship Theory and Practice*, 23 (3), 65-84.

Zahra, S. A., Nielsen, A. P., & Bogner, W. C. (1999). Corporate entrepreneurship, knowledge, and competence development. *Entrepreneurship Theory and Practice*, 23 (3), 169-189.

Thema 7: Entrepreneurial Decision-making: Uncertainty, Action, Inaction

Unternehmerische Entscheidungsfindung: Unsicherheit, Aktivität und Inaktivität

Entrepreneurial activities are highly characterized by uncertainty and they often require quick decisions resulting from analyses far away from being perfect. Given the paramount importance of deliberate action (McKelvie, Haynie, & Gustavsson, 2011), or even a non-deliberative impulse-driven action under uncertainty to initiate an entrepreneurial endeavor (Lerner, Hunt, & Dimov, 2017) especially in a fairly uncertain context (Bakker & Shepherd, 2017), an inaction inertia (Tykocinski & Pittman, 1998; Zeelenberg, Nijstad, van Putten, & van Dijk, 2006) caused by over-optimization of analyses regarding the decisions can be highly detrimental. This thesis will focus on these aspects, and articulate what are the psychological and environmental factors, which lead to an action or inaction in this uncertain context by conducting a literature review. Output of this thesis is an analysis of various factors considered in the literature, and an aggregate classification of those according to their effect. Developing future research questions for the scholars working on similar issues are also expected.

Selected Literature:

Alvarez, S. A., & Barney, J. B. (2005). How do entrepreneurs organize firms under conditions of uncertainty? *Journal of Management*, 31 (5), 776-793.

Bakker, R. M., & Shepherd, D. A. (2017). Pull the plug or take the plunge: Multiple opportunities and the speed of venturing decisions in the Australian mining industry. *Academy of Management Journal*, 60 (1), 130-155.

Butler, J. E., Doktor, R., & Lins, F. A. (2010). Linking international entrepreneurship to uncertainty, opportunity discovery, and cognition. *Journal of International Entrepreneurship*, 8 (2), 121-134.

Gibb, A. (2002). Creating conducive environments for learning and entrepreneurship: living with, dealing with, creating and enjoying uncertainty and complexity. *Industry and Higher Education*, 16 (3), 135-148.

Hunt, R. A., & Lerner, D. A. (2018). Entrepreneurial action as human action: Sometimes judgment-driven, sometimes not. *Journal of Business Venturing Insights*, 10 e00102.

Koudstaal, M., Sloof, R., & Van Praag, M. (2015). Risk, uncertainty, and entrepreneurship: Evidence from a lab-in-the-field experiment. *Management Science*, 62 (10), 2897-2915.

McGrath, R. G., & MacMillan, I. C. (2000). *The entrepreneurial mindset: Strategies for continuously creating opportunity in an age of uncertainty*. Boston: Harvard Business Press.

- McKelvie, A., Haynie, J. M., & Gustavsson, V. (2011). Unpacking the uncertainty construct: Implications for entrepreneurial action. *Journal of Business Venturing*, 26 (3), 273-292.
- McMullen, J. S., & Shepherd, D. A. (2006). Entrepreneurial action and the role of uncertainty in the theory of the entrepreneur. *Academy of Management Review*, 31 (1), 132-152.
- Tykocinski, O. E., & Pittman, T. S. (1998). The consequences of doing nothing: Inaction inertia as avoidance of anticipated counterfactual regret. *Journal of Personality and Social Psychology*, 75 (3), 607.
- Valdez, M. E., Doktor, R. H., Singer, A. E., & Dana, L. P. (2011). Impact of tolerance for uncertainty upon opportunity and necessity entrepreneurship. *Human Systems Management*, 30 (3), 145-153.
- York, J. G., & Venkataraman, S. (2010). The entrepreneur–environment nexus: Uncertainty, innovation, and allocation. *Journal of Business Venturing*, 25 (5), 449-463.
- Zeelenberg, M., Nijstad, B. A., van Putten, M., & Van Dijk, E. (2006). Inaction inertia, regret, and valuation: A closer look. *Organizational Behavior and Human Decision Processes*, 101 (1), 89-104.

Thema 8: Osteuropäische Selbständige und ArbeitnehmerInnen in Deutschland von 2000 bis heute - Aktivitäten und Wahrnehmung im Wandel der Zeit

Eastern European Self-employed and Wage Employed in Germany from 2000 to Today - Activities and Perceptions Through the Ages

Nach dem Fall der Mauer und insbesondere in Folge der Osterweiterung der Europäischen Union kam eine große Anzahl von Menschen aus Osteuropa nach Deutschland, um hier wirtschaftlich tätig zu werden. Diese Entwicklung wurde in Zeiten hoher Arbeitslosigkeit argwöhnisch betrachtet, der wirtschaftliche Aufschwung der letzten 15 Jahre und der gleichzeitig stattfindende Beginn der demographischen Alterung scheinen aber zu einem Umschwung geführt zu haben.

In dieser Arbeit sollen vor allem folgende Fragen beantwortet werden:

- Wie hat sich die Zuwanderung von Menschen aus Osteuropa im Zeitraum von 2000 bis heute entwickelt (brutto und netto, also abzüglich der Rückkehrer nach Osteuropa) und wo haben sie sich vorrangig niedergelassen?
- Welchen Tätigkeiten gehen diese Menschen aus Osteuropa nach (abhängig oder selbständig, in welchen Branchen?) und gab es dabei Veränderungen über die Zeit?
- Wie hat sich die Wahrnehmung der Migrantinnen und Migranten aus Osteuropa in Gesellschaft und Politik im Laufe der Jahre verändert (wissenschaftliche Studien, Umfragen, Medienberichterstattung, Haltung der Bundesregierung)?

Selected Literature:

Brenke, K., & Zimmermann, K. F. (2007). Zuwanderungen aus Mittel-und Osteuropa trotz Arbeitsmarktbarrieren deutlich gestiegen. *DIW Wochenbericht*, 74 (44), 645-653.

Godenau, D., Vogel, D., Kovacheva, V., & Wu, Y. (2012). Arbeitsmarktintegration und öffentliche Wahrnehmung von Migranten: Ein Vergleich zwischen Deutschland und Spanien während der Wirtschaftskrise. *Comparative Population Studies-Zeitschrift für Bevölkerungswissenschaft*, 37 (1-2), 77-98.

Kober, U., & Kösemen, O. (2019). *Willkommenskultur zwischen Skepsis und Pragmatik - Deutschland nach der „Fluchtkrise“*. Gütersloh: Bertelsmann Stiftung.

Statistisches Bundesamt. Abgerufen von <https://www-genesis.destatis.de/genesis/online/data>

Thema 9: Measuring Social, Ecological and Economic Impact: Measurement Approaches and their Application in the Sharing Economy

Soziale, Ökologische und ökonomische Wirkungen messen: Bestehende Messansätze und deren Anwendung in der Sharing Economy

In the last decades, non-profit organizations and civil society organizations were promoted to learn from companies and firms: They were expected to increase their productivity, measure their outcome, and increase their impact (Hwang & Powell, 2009). In particular since the financial and economic crisis in 2008, a growing number of proponents ask for a reversed learning process: Companies, firms, and start-ups should learn from non-profit and civil society organizations how to organize collaboration and to create a positive impact on society and the natural environment. As a result, organizations are increasingly under pressure to measure the impact of their activities (z.B. Bagnoli & Megali, 2011; Krlev et al., 2013).

Currently, different organizational models combining previously distinct practices emerge under the umbrella term “sharing economy”. For instance, peer-to-peer platforms were developed, that mobilize individuals to share or lend tools, kitchen equipment or even their apartments to strangers. These organizations are expected to contribute to social, ecological and economic goals (Botsman & Rogers, 2010; Heinrichs, 2013). It is still an open question, however, whether the sharing economy lives up to this expectation. Reasons for the scarcity of empirical evidence is the lack of established models for measuring the impact of sharing organizations and the difficulty of collecting relevant data (Wruk et al., 2019).

The aim of this thesis is therefore to explore and systemize the field of impact measurement, in particular in the context of the sharing economy. The following questions should be addressed:

- What qualitative and quantitative impact measurement approaches are there? Based on a structured review of relevant literature, existing approaches towards measuring impact should be systemized in an insightful way.
- Which approaches are applied in the context of the sharing economy? Existing attempts to measuring social, ecological and economic effects of sharing models should be reviewed and systemized.

Selected Literature:

Bagnoli, L., & Megali, C. (2011). Measuring performance in social enterprises. *Nonprofit and Voluntary Sector Quarterly*, 40 (1), 149-165.

Botsman, R., & Rogers, R. (2010). *Whats mine is yours: The rise of collaborative consumption*. Collins: London, UK.

Heinrichs, H. (2013). Sharing economy: A potential new pathway to sustainability. *GAIA-Ecological Perspectives for Science and Society*, 22 (4), 228–231.

Hwang, H., & Powell, W. W. (2009). The Rationalization of Charity: The Influences of Professionalism in the Nonprofit Sector. *Administrative Science Quarterly*, 54 (2), 268–298.

Krlev, G., Münscher, R., & Mülbert, K. (2013). Social Return on Investment (SROI): State-of-the-art and Perspectives-a meta-analysis of practice in Social Return on Investment (SROI) studies published 2002-2012. Heidelberg: Centre for Social Investment.

Wruk, D., Oberg, A., & Friedrich-Schieback, M. (2019). Quantifying the sharing economy: An approach for measuring the ecological, social, and economic effects. *GAIA-Ecological Perspectives for Science and Society*, 28 (1), 184–189.

Thema 10: The Field of Impact Investing: Actors, Deals and Current Developments

Das Feld des Impact Investment: Akteure, Deals und aktuelle Entwicklungen

Faced with global challenges and the aim of an increasing number of actors to contribute to the sustainable development goals (SDGs) impact investing as a new way of investing money has inarguably become a major phenomenon. The idea behind impact investing is that investors can pursue financial returns and at the same time addressing social and environmental challenges (Bugg-Levine & Emerson, 2011). Impact investments are made into firms, organizations, and funds with the intention to create a social or environmental impact alongside a financial return (Krlev et al., 2013). With a growing attention from the media and investors the field of impact investing has been growing dynamically (Pioneerpost, 2019).

At the same time, there is much uncertainty as to the size, composition, characteristics and thus potential of the impact investing field. One reason is that many investments – in particular those by private, risk-friendly investors – remain confidential and do not receive public attention or are documented in an easily accessible database. Another reason why estimates of the impact investing field are so volatile is that it is not easy to define who is part of the field and under which conditions an investment can be described as an impact investment (OECD, 2019; Wilson et al., 2015). Partly due to the relative newness of the field, there is no systematic way of identifying and classifying investments and actors.

The aim of this thesis is therefore to explore and systemize the field of impact investing in Germany. In particular, the following questions should be addressed:

- What are characteristics of the impact field and how can it be conceptualized? Based on a structured review of relevant literature on impact investing (sustainable investing etc.), a conceptual framework should be developed that helps to explore the field of impact investing including the level of actors and investments.
- Who are relevant actors in the field of impact investment in Germany and what investments have they made, received and mediated? Investors, organizations receiving investments and intermediaries who help bringing together the two parties are among the types of actors involved in the impact investing field. Both actors and deals in the impact investing field are captured and identified.
- Under which conditions can impact investing contribute to a transformation of society and economy towards more sustainability? Against the background of the literature review and research, please discuss the potential of impact investing and under which conditions this new field can contribute to achieving SDGs on a larger scale.

Selected Literature:

Bugg-Levine, A., & Emerson, J. (2011). Impact investing: Transforming how we make money while making a difference. *Innovations: Technology, Governance, Globalization*, 6 (3), 9-18.

Krlev, G., Münscher, R., & Mülbert, K. (2013). Social Return on Investment (SROI): State-of-the-art and Perspectives-a meta-analysis of practice in Social Return on Investment (SROI) studies published 2002-2012. Heidelberg: Centre for Social Investment.

OECD. (2019). Social Impact Investment 2019: The Impact Imperative for Sustainable Development. OECD.

Pioneerpost. (2019, April 1). Global impact investing market soars above \$500bn. Pioneerpost. Abgerufen von <https://www.pioneerspost.com/news-views/20190401/global-impact-investing-market-soars-above-500bn>

Wilson, K. E., Silva, F., & Ricardson, D. (2015). Social Impact Investment: Building the Evidence Base. Abgerufen von SSRN: <https://ssrn.com/abstract=2562082>.

Thema 11: The Role of Social Capital in the Knowledge Transfer and Innovations Generation (Literature Review)

*Die Rolle von Institutionen und Netzwerken im Wissenstransfer und Innovationen Generation
(Literaturüberblick)*

Social capital shapes the architecture and collaborative behaviour of interorganizational networks, which are important vehicles for knowledge transfer, facilitating the innovation generation by firms (e.g., Powell, Koput, & Smith-Doerr, 1996). Network ties provide channels for communication and information exchange with trusted network partners and, thus, facilitate the diffusion of knowledge, information on practices, and adoption experiences of network members (Owen-Smith & Powell, 2008).

The institutional embedding of networks must be considered for the accurate examination of the nature of interactions among network actors and their innovative performance (Vasudeva, Zaheer, & Hernandez, 2013). 1) Regulative and 2) normative factors legitimate the behaviour of organizations, operating in the specific institutional setting. 3) The cultural-cognitive factors are informal and highly framed by cultural values and motivations; their analysis is more difficult, especially, when it comes to the examination of the interference with regulative and normative institutions. Although organizations have minor control over institutions, they can adapt their collaborative behaviour and adjust their networks (Vasudeva, Zaheer, & Hernandez, 2013).

Body of research has pointed to the influence of interorganizational networks on a firm's innovativeness, less is known about how networks interact in different institutional settings. This Bachelor-Thesis purposes to address the literature that links interorganizational networks and innovations and conduct a systematic review.

Research questions: What are the promising research avenues for the study of knowledge transfer and networks? What are facilitators and prohibiting factors for the knowledge exchange within the networks? What network structures are more conducive for the generation of innovation?

Selected Literature:

Bruton, G. D., Ahlstrom, D., & Li, H. L. (2010). Institutional theory and entrepreneurship: where are we now and where do we need to move in the future? *Entrepreneurship Theory and Practice*, 34 (3), 421-440.

Owen-Smith, J., & Powell, W. W. (2008). Networks and institutions. In R. Greenwood, C. Oliver, R. Suddaby, and K. Sahlin: *The Sage Handbook of Organizational Institutionalism*, p. 596-623. London: Sage.

Powell, W. W., Koput, K. W., & Smith-Doerr, L. (1996). Interorganizational collaboration and the locus of innovation: Networks of learning in biotechnology. *Administrative Science Quarterly*, 41 (1), 116-145.

Vasudeva, G., Zaheer, A., & Hernandez, E. (2013). The embeddedness of networks: Institutions, structural holes, and innovativeness in the fuel cell industry. *Organization Science*, 24 (3), 645-663.

Thema 12: Knowledge-Spillover from Foreign Direct Investment through Entrepreneurship

Wissens-Spillover von ausländischen Direktinvestition durch Entrepreneurship

Policy makers around the world provide substantial incentives to attract foreign direct investment (FDI). The justification for these efforts is that FDI is associated with new and advanced knowledge that spills over to the local economy. However, knowledge does not spill over automatically. Multinational companies (MNCs) try to prevent that knowledge flows out of the company because it is part of their competitive advantage. One way how knowledge can flow into the local economy is through spin-offs from MNCs. This possibility has been largely neglected in the literature. The objective of this thesis is to review the existing literature on knowledge spillovers from MNCs and apply it to the case of employees spinning off from subsidiaries of MNCs.

Selected literature:

Acs, Z. J., Brooksbank, D., O’Gorman, C., Pickernell, D. & Terjesen, S. (2012). The knowledge spillover theory of entrepreneurship: an application to foreign direct investment. *International Journal of Entrepreneurship and Small Business*, 15 (2), 237-261.

Acs, Z. J., Braunerhjelm, P., Audretsch, D. B., & Carlsson, B. (2009). The knowledge spillover theory of entrepreneurship. *Small Business Economics*, 32 (1), 15-30.

Görg, H., & Strobl, E. (2005). Spillovers from foreign firms through worker mobility: An empirical investigation. *Scandinavian Journal of Economics*, 107 (4), 693-709.

Meyer, K. E., & Sinani, E. (2009). When and where does foreign direct investment generate positive spillovers? A meta-analysis. *Journal of International Business Studies*, 40 (7), 1075-1094.

Sofka, W., Preto, M. T., & De Faria, P. (2014). MNC subsidiary closures: What is the value of employees’ human capital in new jobs? *Journal of International Business Studies*, 45 (6), 723-750.

Thema 13: Latent Entrepreneurship and Self-Employment of Migrants (Literature Review)

Latentes Unternehmertum und Selbstständigkeit von Migranten (Literaturüberblick)

The number of start-ups and entries into entrepreneurship is decreasing in many European countries. At the same time, there is evidence that there is a large pool of latent entrepreneurs, i.e. many people carry themselves with the thought of starting an own business or becoming self-employed. This inclination seems to be particularly pronounced among migrants. The objective of this thesis is to provide an overview over the literature on latent entrepreneurship with a special focus on migrants. The guiding questions of the review are:

- What are the personal characteristics of (migrant) latent entrepreneurs?
- What kind of human and social capital relevant for entrepreneurship and self-employment do latent entrepreneurs have?
- What kind of obstacles do they perceive to exist in the process of setting-up a business or becoming self-employed?

Selected literature:

Blanchflower, D. G., Oswald, A., & Stutzer, A. (2001). Latent entrepreneurship across nations. *European Economic Review*, 45 (4-6), 680-691.

Caliendo, M., Fossen, F. M., & Kritikos, A. S. (2009). Risk attitudes of nascent entrepreneurs—new evidence from an experimentally validated survey. *Small Business Economics*, 32 (2), 153-167.

Contín-Pilart, I., & Larraza-Kintana, M. (2015). Do entrepreneurial role models influence the nascent entrepreneurial activity of immigrants? *Journal of Small Business Management*, 53 (4), 1146-1163.

European Commission (2013). Entrepreneurship in the EU and Beyond, Flash-Eurobarometer 354. Abgerufen von: https://data.europa.eu/euodp/de/data/dataset/S1024_354

Grilo, I., & Irigoyen, J. M. (2006). Entrepreneurship in the EU: To wish and not to be. *Small Business Economics*, 26 (4), 305-318.

Parker, S. C., & Belghitar, Y. (2006). What happens to nascent entrepreneurs? An econometric analysis of the PSED. *Small Business Economics*, 27 (1), 81-101.

Papers on nascent entrepreneurship using the Global Entrepreneurship Monitor (GEM). Abgerufen von <https://www.gemconsortium.org/research-papers>

Thema 14: Transnational Entrepreneurship of Eastern Europeans (Literature Review)

Transnationales Unternehmertum von Osteuropäern (Literaturüberblick)

Transnational entrepreneurs are those individuals who move to a different country, set up a business there, but still maintain ties to their home country. This can have disadvantages and advantages. On the one hand, transnational behavior can impede integration in the business world of the host countries because transnational entrepreneurs do not invest all their resources to arrive in their new environment. On the other hand, transnational entrepreneurs may have access to a broader network and therefore to more varied knowledge which they exploit beneficially for their business. The objective of this thesis is to provide an overview over the literature on transnational entrepreneurship with application to Eastern Europeans. The guiding questions of the review are:

- What characterizes transnational entrepreneurship?
- What are the advantages and disadvantages?
- What is known about transnational entrepreneurs from Eastern Europe?

Selected literature:

Brzozowski, J., Cucculelli, M., & Surdej, A. (2014). Transnational ties and performance of immigrant entrepreneurs: the role of home-country conditions. *Entrepreneurship & Regional Development*, 26 (7-8), 546-573.

Brzozowski, J. (2019). Entrepreneurship and economic integration of immigrants: A critical review of literature. *International Journal of Entrepreneurship and Innovation Management*, 23 (6), 584-601.

Brzozowski, J., Cucculelli, M., & Surdej, A. (2017). The determinants of transnational entrepreneurship and transnational ties' dynamics among immigrant entrepreneurs in ICT sector in Italy. *International Migration*, 55 (3), 105-125.

Skraba, A., & Nowicka, M. (2018). Migration and Migrant Entrepreneurship in a German-Polish border region. *Studia Migracyjne-Przegląd Polonijny*, 44 (3) 17-39.

Sommer, E., & Gamper, M. (2018). Transnational entrepreneurial activities: A qualitative network study of self-employed migrants from the former Soviet Union in Germany. *Social Networks*, 53, 136-147.

Thema 15: A systematic Literature Review on the Connection between Entrepreneurship and "Dark Triad" Personality Traits

*Der Zusammenhang von Unternehmertum und Persönlichkeitsmerkmalen der „Dunklen Triade“:
Ein systematischer Literaturüberblick*

In recent years, there has been increased popular interest in Dark Triad personality traits at the workplace. The Dark Triad concept contains three (dys)functional core features of personality: Narcissism, Machiavellianism and psychopathy (Paulhus & Williams, 2002).

Despite the increasing public interest in these traits, however, academic research about their implications for business management is scarce: To date, it remains unclear whether organizations face positive (Blickle & Schütte, 2017) or negative (Lingnau, Fuchs, & Dehne-Niemann, 2017) consequences while dealing with these traits. Furthermore, it remains unclear whether these personality traits are functional or dysfunctional premises for entrepreneurship (Klotz & Neubaum, 2016). Several ambiguous approaches are discussed in the literature and a systematic literature review on empirical evidence is still lacking.

Thus, the main objective of the thesis is to write a brief but comprehensive literature review on positive and negative implications of Dark triad personality traits for entrepreneurship.

Selected Literature:

Blickle, G., & Schütte, N. (2017). Trait psychopathy, task performance, and counterproductive work behavior directed toward the organization. *Personality and Individual Differences*, 109, 225-231.

Klotz, A. C., & Neubaum, D. O. (2016). Article commentary: Research on the dark side of personality traits in entrepreneurship: Observations from an organizational behavior perspective. *Entrepreneurship Theory and Practice*, 40 (1), 7-17.

Lingnau, V., Fuchs, F., & Dehne-Niemann, T. E. (2017). The influence of psychopathic traits on the acceptance of white-collar crime: Do corporate psychopaths cook the books and misuse the news? *Journal of Business Economics*, 87 (9), 1193-1227.

Paulhus, D. L., & Williams, K. M. (2002). The dark triad of personality: Narcissism, Machiavellianism, and psychopathy. *Journal of Research in Personality*, 36 (6), 556-563.

Thema 16: Die Bedeutung Ethnischer Ressourcen in der Forschungsliteratur zu Migrantischer Selbständigkeit

The Relevance of Ethnic Resources in the Research Field of Migrant Self-Employment

Die internationale Forschungsliteratur zu unternehmerischen Aktivitäten von Menschen mit Migrationserfahrung bzw. Migrationshintergrund ist konzeptionell stark fragmentiert. Nicht nur die Bezeichnung von selbständigen Tätigkeiten von Personen, die nicht die Staatsangehörigkeit des Aufenthaltslands besitzen, variiert zwischen *ethnic entrepreneurship*, *migrant self-employment*, *immigrant entrepreneurship* etc., auch die Herkunft der Selbständigen und deren ethnische Zugehörigkeit ist in den verschiedenen Erklärungsansätzen von unterschiedlicher Relevanz.

Ziel der Forschungsarbeit ist die inhaltliche Ordnung der verschiedenen Definitionen von migrantischer Selbständigkeit im internationalen Forschungsdiskurs. Nach der inhaltlichen Entflechtung der Konzepte soll herausgearbeitet werden, wie die Herkunft, Migrationserfahrung und Einbettung der Unternehmer in lokale ethnische communities in den gängigen Erklärungsmodellen der migrantischen Selbständigkeit operationalisiert und bewertet wird.

Selected Literature:

Sanders, J., & Nee, V. (1996). Immigrant Self-Employment: The Family as Social Capital and the Value of Human Capital. *American Sociological Review*, 61 (2), 231-249.

Dana, L. P. (Ed.). (2007). *Handbook of research on ethnic minority entrepreneurship: A co-evolutionary view on resource management*. Cheltenham: Edward Elgar Publishing.

Zhou, M. (2004). Revisiting ethnic entrepreneurship: Convergencies, controversies, and conceptual advancements 1. *International Migration Review*, 38 (3), 1040-1074.

Thema 17: Literature Review – The Role of Family Enterprises in the Roman Empire

Familienunternehmen im römischen Reich – Ein Literaturüberblick

By contrast to feudal economies in the Dark Ages, the Roman Empire was the precursor of today's market economies. Under "Pax Romana" private property was relatively safely protected and the Roman economy included banking, service industries, manufacturing, trade and commerce, as well as large enterprises in the primary sector, for example in agriculture and mining. This review is dedicated to family businesses. How were such businesses organized from a structural, managerial and legal perspective? What succession and inheritance rules did the Romans use to transfer the firm between generations? Who steered the family firm and how was ownership and liability distributed among the family and owners? Which social and economic role had family firms and entrepreneurs in the Roman Empire and what was their contribution to the Roman economy in terms of output?

Selected literature:

- Anca, P. (2016). The Modern Enterprise-Successor of Business Organization Forms in Ancient Rome and Medieval Europe. *Oradea Journal of Business and Economics*, 1 (1), 7-16.
- Andreau, J. (1999). *Banking and business in the Roman world*. Cambridge University Press.
- Badian, E. (1972). Publicans and Sinners: Private Enterprise in the Service of the Roman Republic. Ithaca, NY: Cornell University Press, *Journal of Roman Studies*, 63, 250-252.
- Duncan-Jones, R. P. (1976). Some Configurations of Landholding in the Roman Empire. In M.I. Finley, *Studies in Roman Property by the Cambridge University Research Seminar in Ancient History*, 7-33.
- Duncan-Jones, R. (1982). *Economy of the Roman Empire*. Cambridge: University Press Archive.
- Finley, M. I. (1999). *The ancient economy*. Berkeley: University of California Press.
- Fleckner, A. M. (2010). *Antike Kapitalvereinigungen: Ein Beitrag zu den konzeptionellen und historischen Grundlagen der Aktiengesellschaft*. Köln/Weimar: Böhlau Verlag.
- Földi, A. (1996). Remarks on the legal structure of enterprises in Roman Law. *Revue Internationale des droits de l'Antiquité*, 43, 179-211.
- Frier, B. W., & McGinn, T. A. J. (2004). *A Casebook on Roman Family Law*. New York: Oxford University Press.
- Garnsey, P., & Saller R. (1987). *The Roman Empire: Economy, Society and Culture*. Berkeley: University of California Press.
- Goldsmith, R.W. (1984). An Estimate of the Size and Structure of the National Product of the Early Roman Empire. *Review of Income and Wealth*, 30 (3), 263–288.

- Habbershon, T. G., & Williams, M. L. (1999). A Resource-Based Framework for Assessing the Strategic Advantages of Family Firms. *Family Business Review*, 12 (1), 1-25.
- Harl, K. W., & Harl, K. W. (1996). *Coinage in the Roman Economy, 300 BC to AD 700*. Baltimore: Johns Hopkins Univ. Press.
- Hudson, M. (2010). Entrepreneurs: From the Near Eastern Take-off to the Roman Collapse. *The Invention of Enterprise: Entrepreneurship from Ancient Mesopotamia to Modern Times* (S. 8-38). Princeton: Princeton University Press.
- Kehoe, D. P. (1994). Approaches to Profit and Management in Roman agriculture: The evidence of the Digest. *Landuse in the Roman Empire*, 22, 45-57.
- Kehoe, D.P. (2010). Landlord and Tenants. In D. Potter, *A companion to the Roman Empire*. (S. 298-311). New York: John Wiley & Sons.
- Kolb, A. (2015). Communications and Mobility in the Roman Empire. *The Oxford Handbook of Roman Epigraphy* (S. 649-670). New York: Oxford University Press.
- Malmendier, U. (2002). *Societas publicanorum: Staatliche Wirtschaftsaktivitäten in den Händen privater Unternehmer*. Weimar: Böhlau Verlag.
- Malmendier, U. (2009). Law and Finance at the Origin. *Journal of Economic Literature*, 47 (4), 1076-1108.
- Markham, S. E. (2012). The evolution of organizations and leadership from the ancient world to modernity: A multilevel approach to organizational science and leadership (OSL). *The Leadership Quarterly*, 23 (6), 1134-1151.
- Patterson, J. L. (1983). The Development of the Concept of Corporation from Earliest Roman times to AD 476. *Accounting Historians Journal*, 10 (1), 87-98.
- Rauh, N. K. (1996). Business Managers in Ancient Rome: A Social and Economic Study of Institores, 200 BC-AD 250. *American Journal of Philology*, 117 (3), 501-504.
- Rouwenhorst, K. G. & Goetzmann, W. N. (2005). *The Origins of Value: The Financial Innovations that Created Modern Capital Markets*. (S. 31-42) New York: Oxford University Press.
- Scheidel, W., & Friesen, S. J. (2009). The Size of the Economy and the Distribution of Income in the Roman Empire. *The Journal of Roman Studies*, 99, 61-91.
- Sim, D., & Ridge, I. (2002). *Iron for the Eagles: The Iron Industry in Roman Britain*. Stroud: The History Press.
- Temin, P. (2006). The Economy of the Early Roman Empire. *Journal of Economic Perspectives*, 20 (1), 133-151.
- Temin, P. (2012). *The Roman market economy* (Vol. 44). Princeton: Princeton University Press.

Thema 18: Innovation in the Succession Context of Family Firms

Innovationen im Nachfolgekontext von Familienunternehmen

Succession is one of the most crucial topics in the family firm context (Le Breton-Miller, Miller, & Steier, 2004; Sharma, 2004) as it is decisive for the future survival and performance of family firms (Wennberg, Wiklund, Hellerstedt, & Nordqvist, 2011). Research on succession in family firms has developed a rich body of literature on challenges of succession and the ways in which to mitigate them. However, the succession context is also perceived as a chance to drive renewal within the firm (Handler, 1992) and recent studies have considered this particular time frame as opportunity to leverage firms' innovation potential (Hauck & Prügl, 2015; Rondi, De Massis, & Kotlar, 2019). Therefore, the succession context in family firms and its relationship to innovation seems an intriguing case to study.

In this thesis, the following questions should be addressed:

- Why is succession highly relevant for family firms? What are major challenges in the succession context for family firms?
- How is succession related to innovation in family firms? Why does it matter? What are current trends and further research avenues in this context?
- How do family and non-family firms differ in their innovation behavior (e.g., unique family-based attributes)? How can these differences (theoretically) be explained?

Selected Literature:

Dyck, B., Mauws, M., Starke, F. A., & Mischke, G. A. (2002). Passing the baton: The importance of sequence, timing, technique and communication in executive succession. *Journal of Business Venturing*, 17 (2), 143–162.

Handler, W. C. (1990). Succession in Family Firms: A Mutual Role Adjustment between Entrepreneur and Next-generation Family Members. *Entrepreneurship Theory and Practice*, 15, 37–52.

Handler, W. C. (1992). The Succession Experience of the Next Generation. *Family Business Review*, 5, 283–307.

Hauck, J., & Prügl, R. (2015). Innovation activities during intra-family leadership succession in family firms: An empirical study from a socioemotional wealth perspective. *Journal of Family Business Strategy*, 6 (2), 104–118.

Le Breton-Miller, I., Miller, D., & Steier, L. P. (2004). Toward an Integrative Model of Effective FOB Succession. *Entrepreneurship Theory and Practice*, 28 (4), 305–328.

Miller, D. (1991). Stale in the Saddle: Ceo Tenure and the Match between Organization and Environment. *Management Science*, 37, 34–52.

Miller, D. (1993). Some Organizational Consequences CEO Succession. *The Academy of Management Journal*, 36, 644–659.

Rondi, E., De Massis, A., & Kotlar, J. (2019). Unlocking innovation potential: A typology of family business innovation postures and the critical role of the family system. *Journal of Family Business Strategy*, 10 (4), 100236.

Sharma, P. (2004). An Overview of the Field of Family Business Studies: Current Status and Directions for the Future. *Family Business Review*, 17 (1), 1–36.

Wennberg, K., Wiklund, J., Hellerstedt, K., & Nordqvist, M. (2011). Implications of intra-family and external ownership transfer of family firms: short-term and long-term performance differences. *Strategic Entrepreneurship Journal*, 5 (4), 352–372.

Thema 19: Current Topics in Women's Entrepreneurship Research – A Literature Overview

Aktuelle Themenstellungen in der Forschung zu Frauenselbständigkeit – Ein Literaturüberblick

Speaking of women's entrepreneurial activities, a substantial gender gap still remains in the European Union: The proportion of self-employed men (among all persons in employment) is considerably higher (2018: 16.9%) than of self-employed women (2018: 9.6%) (OECD, 2019). This gender gap also holds true for Germany. Even though the number of female entrepreneurs increased over the last years, the self-employment rate of women remained consistent and is still on a lower level than the one of men. Nevertheless, a slight harmonization of the self-employment rate has occurred. But this might rather be caused by a small decrease of the male self-employment rate than by an increase of the female self-employment rate (bga, 2015; Neuffer, 2015; OECD, 2019). Women-led businesses are often situated in traditionally female dominated industries (e.g., personal services, fashion, office services) and tend to be less innovative, smaller in size, less keen to grow and less internationalized than businesses owned by men (Niefert and Gottschalk, 2015; Strohmeyer et al., 2017).

While these gender differences in self-employment are well known, the objective of this thesis is to develop a comprehensive overview of current research on entrepreneurial activities of women. Identify relevant literature and develop a reasonable structuring of recent research streams. What are current trends and further research avenues?

Selected literature:

bga - Bundesweite Gründerinnenagentur (2015). *Gründerinnen und Unternehmerinnen in Deutschland - Daten und Fakten IV*. Stuttgart.

Díaz-García, C., Brush, C.G., Gatewood, E.J., Welter, F. (2016). Women's entrepreneurship in global and local contexts. Cheltenham: Edward Elgar Publishing.

Ettl, K., & Welter F. (2010). Gender, context and entrepreneurial learning. *International Journal of Gender and Entrepreneurship*, 2 (2), 108–129.

Gupta, V. K., Turban, D. B., Wasti, S.A., & Sikdar, A. (2009). The Role of Gender Stereotypes in Perceptions of Entrepreneurs and Intentions to Become an Entrepreneur. *Entrepreneurship Theory and Practice*, 33 (2), 397–417.

Henry, C., Foss, L., & Ahl, H. (2016). Gender and entrepreneurship research: A review of methodological approaches. *International Small Business Journal*, 34 (3), 217–241.

Leicht, R., & Lauxen-Ulbrich, M. (2005). Entwicklung und Determinanten von Frauenselbständigkeit in Deutschland. Zum Einfluss von Beruf und Familie. *Zeitschrift für KMU und Entrepreneurship* 2, 1–15.

Marlow, S. (2015). Women, gender and entrepreneurship: why can't a woman be more like a man? In: R.A. Blackburn, U. Hytti, & F. Welter, *Context, Process and Gender in Entrepreneurship*. 23–33. Cheltenham: Edward Elgar.

Neuffer, S. (2015). Unternehmerische Selbstständigkeit als Karriereoption für Frauen. *Statistisches Monatsheft Baden-Württemberg*, 3, 23–28.

Niefert, M., Gottschalk, S. (2015). *Gründerinnen auf dem Vormarsch? Die Entwicklung der Beteiligung von Frauen am Gründungsgeschehen*. Discussion Paper No. 13-085, Mannheim: Zentrum für Europäische Wirtschaftsforschung.

OECD/European Union (2019). *The Missing Entrepreneurs 2019: Policies for Inclusive Entrepreneurship*. Paris: OECD Publishing.

Strohmeyer, R., Tonoyan, V. , & Jennings, J.E. (2017). Jacks-(and Jills)-of-all-trades: On whether, how and why gender influences firm innovativeness. *Journal of Business Venturing*, 32 (5), 498-518.

Thema 20: Women, Finance, and Entrepreneurship

Frauen, Finanzierung und Entrepreneurship

Research at the intersection between women, finance, and entrepreneurship has begun to focus on the interaction between the entrepreneur and evaluators, i.e., either venture capitalists (e.g., Brush et al., 2017; Raina, 2017), business angels (e.g., Kanze et al., 2018), bank lenders (Eddleston et al., 2014), crowdfunding backers (Greenberg & Mollick, 2017), or hypothetical providers of financial resources (e.g., Tinkler et al., 2012; Thébaud, 2015). So far, there is contradictory evidence to the question *whether* the entrepreneur's gender is likely to influence the evaluator's decision to invest. While some provide evidence for a "negative discrimination toward women" (e.g., Thébaud, 2015), the amount of funding (e.g. Bellucci, Borisov & Zazzaro, 2010; Kanze et al., 2018), or terms of financing (e.g., Wu & Chua, 2012; Alesina et al., 2013; Brana, 2013; Eddleston et al., 2014), others provide evidence for a "positive discrimination toward women" suggesting a reversal of the typical sex discrimination pattern with women entrepreneurs being evaluated more favorably than men (e.g., Marom, Robb & Sade, 2014; Greenberg & Mollick, 2017; Johnson et al., 2018). Yet other results suggest that investment decisions are "gender-blind", after adjusting for individual, organizational, and industry characteristics (e.g., Fabowale, Orser & Riding, 1995; Blanchflower, Levine, & Zimmerman, 2003; Poczter & Shapsis, 2018).

You are expected to do a literature review on the question whether female entrepreneurs tend to differ from male entrepreneurs with regard to financial resource acquisition. Further, hypotheses shall be generated to answer the research questions: 1) whether and why the entrepreneur's gender influences the likelihood and conditions of funding of his/her venture, 2) whether the types of funding (e.g., venture capital or crowdfunding) is likely to influence women entrepreneurs' propensity and terms of funding; 3) if female entrepreneurs are disadvantaged in funding in comparison to identical male entrepreneurs, and 4) what other contextual conditions moderate the relationship between gender and entrepreneurial funding.

Selected literature:

Alesina, A., Lotti, F. & Mistrulli, P.E. (2013). Do women pay more for credit? Evidence from Italy. *Journal of the European Economic Association*, 11 (1), 45-66.

Bellucci, A., Borisov, A., & Zazzaro, A. (2010). Does gender matter in bank-firm relationships? Evidence from small business lending. *Journal of Banking & Finance*, 34 (12), 2968–2984.

- Blanchflower, D., Levine, P. & Zimmerman, D. (2003). Discrimination in the Small-Business Credit Market. *The Review of Economics and Statistics*, 85 (4), 930–943.
- Brana, S. (2013). Microcredit: an answer to the gender problem in funding? *Small Business Economics*, 40 (1), 87–100.
- Brush, C., Greene, P., Balachandra, L. & Davis, A. (2018). The gender gap in venture capital - progress, problems, and perspectives. *Venture Capital*, 20 (2), 115–136.
- Eddleston, K. A., Ladge, J. J., Mitteness, C. & Balachandra, L. (2016). Do you See what I See? Signaling Effects of Gender and Firm Characteristics on Financing Entrepreneurial Ventures. *Entrepreneurship Theory and Practice*, 40 (3), 489–514.
- Fabowale, L., Orser, B. & Riding, A. (1995). Gender, Structural Factors, and Credit Terms between Canadian Small Businesses and Financial Institutions. *Entrepreneurship Theory and Practice*, 19 (4), 41–65.
- Greenberg, J. & Mollick, E. (2017). Activist choice homophily and the crowdfunding of female founders. *Administrative Science Quarterly*, 62 (2), 341–374.
- Johnson, M., Stevenson, R. & Letwin, C. (2018). A woman's place is in the ...startup! Crowdfunder judgments, implicit bias, and the stereotype content model. *Journal of Business Venturing*, 33 (6), 813–831.
- Kanze, D., Huang, L., Conley, M. A. & Higgins, E. T. (2018). We ask men to win and women not to lose: Closing the gender gap in startup funding. *Academy of Management Journal*, 61 (2), 586–614.
- Marom, D., Robb, A. & Sade, O. (2014). Gender Dynamics in Crowdfunding (Kickstarter): Evidence on Entrepreneurs, Investors, Deals and Taste Based Discrimination. *SSRN Electronic Journal*.
- Poczter, S. & Shapsis, M. (2018). Gender disparity in angel financing. *Small Business Economics*, 51 (1), 31–55.
- Raina, S. (2017). VC Financing and the Entrepreneurship Gender Gap. *SSRN Electronic Journal*.
- Thébaud, S. (2015). Status beliefs and the spirit of capitalism: Accounting for gender biases in entrepreneurship and innovation. *Social Forces*, 94 (1), 61–86.
- Tinkler, J. E., Bunker Whittington, K., Ku, M. C. & Rees Davies, A. (2015). Gender and venture capital decision-making: The effects of technical background and social capital on entrepreneurial evaluations, *Social Science Research*, 51, 1–16.
- Wu, Z. & Chua, J. H. (2012). Second-Order Gender Effects: The Case of U.S. Small Business Borrowing Cost. *Entrepreneurship Theory and Practice*, 36 (3), 443–463.

Thema 21: Impact of Corruption on Firm Performance

Der Einfluss von Korruption auf unternehmerischen Erfolg

The current academic discourse on the influence of corruption on firm performance in developing economies is mixed, with some scholars suggesting that corruption (bribery) decreases firm performance, i.e., it sands the wheels of commerce, and others arguing that corruption increases firm performance, i.e., it lubricates the wheels of commerce.

The first goal of this thesis is to conduct a thorough review and discussion of extant (quantitative) academic literature on that topic. The second goal is to develop hypotheses to answer the following research questions:

- a) What is the effect of corruption on firm performance in developing countries? Is corruption's effect likely to be different for different metrics of firm performance, such as annual sales, employment, productivity, export, and innovation? Why?
- b) What are the mechanisms through which corruption influences firm performance? Corruption might, for example, decrease the costs of transacting with the bureaucrat. Corruption might also help to secure a government contract.
- c) What are the moderating effects of the country's institutional set-up, i.e., its formal and informal rules and regulations, on the relationship between the firm's involvement in corruption and its performance?

Selected literature:

Anh-Nguyen, N., Hung-Doan, Q., Minh-Nguyen, N. & Tran-Nam, B. (2016). The impact of petty corruption on firm innovation in Vietnam. *Crime, Law and Social Change*, 12 (1), 212-254.

Anokhin, S. & Schulze, W.S. (2009). Entrepreneurship, innovation, and corruption. *Journal of Business Venturing*, 24 (2), 465–476.

Asiedu, E. & Freeman, J. (2009). The effect of corruption on investment growth: Evidence from firms in Latin America, Sub-Saharan Africa, and Transition Economies. *Review of Development Economics*, 13 (2), 200-214.

Aterido, R., Hallward-Driemeier, M. & Pages, C. (2007). Investment climate and employment growth: The impact of access to finance, corruption, and regulations across firms. *IZA Discussion Paper*, 3138.

Fisman, R. & Svensson, J. (2007). Are corruption and taxation really harmful to growth? Firm-level evidence. *Journal of Development Economics*, 83 (2), 63–75.

Krammer, S. M. (2018). Greasing the wheels of change: Bribery, institutions, and new product introductions in emerging markets. *Journal of Developmental Entrepreneurship*, 30 (1), 1-18.

Williams, C. & Kedir, A. (2016). The impacts of corruption on firm performance: Some lessons from 40 African countries. *Journal of Developmental Entrepreneurship*. 21 (4) 1650022.

Thema 22: Ready for a Real Business Challenge? Support your Start-Up with your Expertise!

Bereit für eine richtige betriebswirtschaftliche Herausforderung? Unterstütze dein Startup mit deiner Expertise!

This topic is more applied. You will work with your startup team and solve a real challenge. This can be an improvement to a business plan, a pricing strategy and marketing strategy, testing of a prototype or another pressing issue that needs your business expertise. Next to a theoretical element that will be discussed in your first consultation meeting with your project supervisor, your thesis mainly constitutes a consulting report that is well-grounded on due diligence. Beware that this thesis is more challenging and more work than conventional theses – but if you are considering entrepreneurship as a career choice you will love the challenge and benefit from a great learning experience. For reference projects (more comprehensive) in the Mannheim Master in Management please visit the Mannheim Center for Entrepreneurship and Innovation website (www.mcei.de). Looking forward to discussing the specifics with you in our first meeting.

Selected literature:

Blank, S. (2020). *The startup owner's manual: The step-by-step guide for building a great company*. Hoboken: John Wiley & Sons.

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. Hoboken: John Wiley & Sons.

Ries, E. (2011). *The Lean StartUp – How Constant Innovation Creates Radically Successful Businesses*. London: Penguin Books.