HS PF

Business School at Pforzheim University
- IMEP | International Master Exchange Program -

Research Topics
"IND6100E Independent Studies"

15 ECTS-Credits

Status: May 29, 2018

Please note, we originally offered three different independent study offers which we now consolidated into one with a wide range of topics available.

Format

- Scientific work one-on-one or in groups of 2-3 with a professor of Pforzheim Business School resulting in an extended scientific essay;
- Topics are to be arranged by mutual agreement – driven by student's interest and qualification;

  Please Note: No professor is required to issue a topic without being convinced of the student's qualification and motivation to successfully complete the intended project.
- Counselling meetings and deadline for handing in the scientific essay on mutual agreement. However, the essay must be handed in by end of February latest.

Grading:

Based on the scientific essay.

Research Topics

The following tables are indicating the available research areas within the three Independent Studies modules. You may also suggest your own research topic. Detailed information how to proceed will be available during the IMEP Welcome & Orientation Session.

Applied Corporate Finance:

Value Creation in Leveraged Buyouts: A Critical Assessment of Methodologies and Practices
Corporate Financial Strategies of Activist Investors: A Case Study Analysis
Value-Based Management Concepts and the Measurement of Value Creation: An Analysis of Publicly Listed Companies in [your Home Country]
Adding Shareholder Value through Special Dividends and Share Buybacks: A Comparison of Styles and Strategies
Investor Relations Departments of Publicly Listed Companies: Their Roles and Tasks from a Corporate Finance Perspective
Underpricing and Share Price Performance of Recent IPOs in [your Home Country]

Banking & Finance:

Bitcoins / Crypto-currencies: Use of Bitcoins for specific business / investment purposes and how could a rational decision be made in this context
Crypto-currencies: Economic effects of crypto-currencies on e.g. monetary policy, fiscal policy, currency competition
Rating Agencies: An Analysis of their Corporate Rating Methodologies and their Role during the Last Financial Crisis

Brand Research:

Brand experience research. How brand experiences influence customer satisfaction and product/service loyalty?
Brand Personality of a Chat Bot - Possibilities and limitations
Current developments and trends in Brand Management (main focus: analysis of high-class publications)
Brand and design perception (– an intercultural perspective)
Branded Entertainment, comparison between countries and industries
Brand worlds – how to experience brands offline and online
Marketing and brand funnel analysis – a critical assessment
Possibilities and limitations of brand extensions
Brand personalities – the various categories and its common characteristics across markets
Storytelling in Branding

Communication and Media:

Communicating across Cultures: International PR in the Digital Age – A Theoretical and Empirical Study
When Media Relations went Social: A Theoretical and Empirical Study of new Forms and Functions of Addressing Journalists
Augmented Reality – and its usage for marketing communication

Corporate Taxation:

Comparison of tax systems in Germany and … (students home country)
What means the OECD BEPS project for enterprises doing business in Germany and … (students home country)

Digitalization / Information Management:

Potential of Data Science for Business Process Optimization
Digital Ledger Technologies (DLT) - Everything blockchain or what?
Cognitive Services – How to control your SmartHome with voice commands
Internet of Things (IoT) – Wireless technologies to hook up your devices
WCAG – Do investments in accessibility pay off?
Customizing Websites with AI – A promising approch to improve conversion ratios?
How to develop a great digital strategy?
Why service makes the difference in the digital era. What are the challenges to master digital transformation?

Financial Reporting:

IFRS – International Accounting (particularly Revenue Recognition and Financial Instruments)
How to report … (issue to be specified) under IFRS, German GAAP and … (students home country) GAAP

International Management / International Business:

Entrepreneurship: How to start a business in … (students home country) – A guideline for German investors
International Business Development Management: From Market Analysis to Market Entry (Selected Industries)

Leadership / Change Management / Innovation / Strategy:

Managing People in Transforming Markets: Technology and its Impact on Motivation and Leadership (Interdisciplinary Studies Studies: Socio-Cultural Trends and the Business Environment)
Strategy in the Digital Age: Business Start-ups in Multi-Sided Markets (Selected Markets)
Learning Organizations
Description of a major organizational change (e.g. changed regulation, disruptive technology…) and the management challenges to handle the change
Using econometric and multivariate methods in marketing research (open for any empirical research study)

Management Accounting:

Management Accounting (particularly Activity Based Costing)

Market Research:

Lead Markets for Product Innovation in a given Industry. Why certain countries are better positione than others for developing and launching new products?

Marketing:

Influencer Marketing - An international comparison between ... (country to be specified) and … (students home country)
Chat Bots as “personal companion”: Chat Bot Emotions - Possibilities and limitations
B2B - Current developments and trends in Business-to-Business-Marketing (main focus: analysis of high-class publications)
Human2Human (H2H) Marketing – Trust as the ultimate currency?
B2B2C or H2H – Paradigm shift in the digital economy?
Social Influencers – how to use them best
Social Media Marketing – what makes successful campaigns
Couponing – and its success factors
Mega trends of the future – and its implications on marketing
Marketing for seniors/golden agers – its opportunities and limitations
Artificial Intelligence in Marketing - Current development and trends (analysis of high-class publications)
The impact of Artificial Intelligence on Marketing
Possibilities of Artificial Intelligence in Customer Care
Trends in Cognitive Computing in Marketing (gesture, voice recognition,…)

Sustainability / Resources Efficiency Management / Energy Management:

How can Sharing Economy disrupt the energy sector?
How to increase the diffusion of smart homes boosting energy efficiency?
Sustainable mobility – from vehicle to system transformation
Impact Investment – How to include and/or monetize societal/non-financial aspects in investment decisions?
Environmental engineering exercise or proper managerial accounting and control tool? A classification and evaluation of material flow based costing approaches.

Offerings starting in Fall 2019/20 only

Banking & Finance:

Bad loans: Instruments and Mechanisms to resolve a fundamental European Banking challange
Bank resolution mechanisms
Regulatory Capital: Analyzing selected forms of regulatory capital
Deposit Insurance – Lessons learned from the financial crisis?

Financial Reporting:

Applying International Financial Reporting Standards (Implementation Issues) – specific topic to be defined