

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

**IND6100E Independent Studies**  
**- Research Topics Fall 2019 -**

**15 ECTS-Credits**

**Status: May 6, 2019**

**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:

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| 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:

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| Bitcoins / Crypto-currencies:<br>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                                  |
| Bad loans: Instruments and Mechanisms to resolve a fundamental European Banking challenge  |
| Bank resolution mechanisms   |
| Regulatory Capital: Analyzing selected forms of regulatory capital   |
| Deposit Insurance – Lessons learned from the financial crisis?   |

### Brand Research:

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| 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 block chain 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 approach 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

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

### **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  
positioned 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

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| 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:**

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| 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. |