



Master Thesis

“Top Management Teams in a Globalized Digital World”

Background

In our digital era, international business landscapes are transforming at an unprecedented pace. This phenomenon is vividly illustrated by the rapid advancements in the field of large-language models (LLMs): from GPT-1 in 2018 to the more sophisticated GPT-3, handling 175 billion parameters (ten times more than its predecessor!), in 2020 and GPT-4 already in 2023. Such advancements have set new benchmarks for how quickly companies must adapt to stay competitive. This thesis seeks to explore whether, and if yes, how, the type of manager has changed to respond and adapt to this changing environment. To do so, the experience of a sample of publicly listed German MNEs' top management teams (Boards of Directors) will be collected and evaluated over the past ten years as well as connected to typical measures of a company's success used in the academic literature.

Introductory Readings

- Hennart, J.F., Majocchi, A., & Hagen, B. (2021). What's so special about born globals, their entrepreneurs or their business model? *Journal of International Business Studies*, 52, 1665-1694.
- Ojala, A., Fraccastoro, S., & Gabrielsson, M. (2023). Characteristics of digital artifacts in international endeavors of digital-based international new ventures. *Global Strategy Journal*, 13(4), 857–887.
- Shaheer, N. A. & Li, S. (2020). The CAGE around cyberspace? How digital innovations internationalize in a virtual world. *Journal of Business Venturing*, 35, 105892.
- Verbeke, A., Li, L., & Goerzen, A. (2009). Toward More Effective Research on the Multinationality-Performance Relationship. *Management International Review*, 49(2), 149–161.

Tasks and Goals

This master thesis is closely related to the current research of the chair and you will conduct your analyses in close collaboration with our doctoral students. The thesis will be based on empirical analysis to examine the characteristics, especially previous experience, of German MNEs' top management teams. You will review relevant literature, analyze annual reports and company data from various sources. Based on the data that you gather, you will undertake empirical analyses to uncover the factors that correlate with companies' success in our digital era.

Requirements

- Good English skills
- Good knowledge of Microsoft Excel
- Independent, reliable, and diligent working style with an eye for detail and high motivation
- Successful participation in one of our offered modules (see webpage)

Details

- Supervisors Prof. Dr. Thomas Hutzschenreuter and Lynn Waffenschmidt
- Timing Flexible / As of now for a duration of 6 months after the research exposé is accepted

Contact

If you are interested in writing your thesis at our chair or have questions to this topic, please contact Lynn Waffenschmidt (lynn.waffenschmidt@tum.de). Please send an email, including a tabular CV and your current transcript of records (one PDF file), to apply for a master thesis. We are looking forward to hearing from you!