

Themen Bachelorarbeiten SoSe 2025

Professur für Strategisches Management
Management Department

- Topic 1** **Does greater sustainability pay off? An analysis of firms financial and CSR performance.**
- Type Quantitative Study
- Core readings
- Tang, Z., Hull, C. E., & Rothenberg, S. (2012). How corporate social responsibility engagement strategy moderates the CSR–financial performance relationship. *Journal of Management Studies*, 49(7), 1274-1303.
 - Hawn, O., Chatterji, A. K., & Mitchell, W. (2018). Do investors actually value sustainability? New evidence from investor reactions to the Dow Jones Sustainability Index (DJSI). *Strategic Management Journal*, 39(4), 949-976.
 - Awaysheh, A., Heron, R. A., Perry, T., & Wilson, J. I. (2020). On the relation between corporate social responsibility and financial performance. *Strategic Management Journal*, 41(6), 965-987.
- Topic 2** **Sending Signals: What Do We Know About Signaling in Strategic Management?**
- Type Literature Review
- Core readings
- Connelly, B. L., Certo, S. T., Reutzell, C. R., DesJardine, M. R., & Zhou, Y. S. (2025). Signaling theory: state of the theory and its future. *Journal of Management*, 51(1), 24-61.
 - Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzell, C. R. (2011). Signaling theory: A review and assessment. *Journal of management*, 37(1), 39-67.
- Topic 3** **Turnaround management: What can we learn from firms that have almost failed?**
- Type Literature Review
- Core readings
- Boyne, G. A., & Meier, K. J. (2009). Environmental change, human resources and organizational turnaround. *Journal of Management Studies*, 46(5), 835-863.
 - Barker, V. L., & Duhaime, I. M. (1997). Strategic change in the turnaround process: Theory and empirical evidence. *Strategic Management Journal*, 18(1), 13-38.
 - Barker, V. L., & Mone, M. A. (1994). Retrenchment: cause of turnaround or consequence of decline?. *Strategic management journal*, 15(5), 395-405.

Topic 4 Transaction cost theory in the digital era.

Type Literature Review

- Core readings
- Cuypers, I. R., Hennart, J. F., Silverman, B. S., & Ertug, G. (2021). Transaction cost theory: Past progress, current challenges, and suggestions for the future. *Academy of Management Annals*, 15(1), 111-150.
 - Giustiziero, G., Kretschmer, T., Somaya, D., & Wu, B. (2023). Hyperspecialization and hyperscaling: A resource-based theory of the digital firm. *Strategic Management Journal*, 44(6), 1391-1424.
 - Halaburda, h., & levina, n. (2024). Digitization of transaction terms within tce: Strong smart contract as a new mode of transaction governance. *MIS Quarterly*, 48(2).

Topic 5 How reciprocity affects social capital in organizations: What do we know, and where should future research go?

Type Literature Review

- Core readings
- Baker, W. E., & Bulkley, N. (2014). Paying it forward vs. rewarding reputation: Mechanisms of generalized reciprocity. *Organization Science*, 25(5), 1493-1510.
 - Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2011). Reciprocity by proxy: A novel influence strategy for stimulating cooperation. *Administrative Science Quarterly*, 56(3), 441-473.
 - Wolfson, M. A., & Mathieu, J. E. (2021). Deploying human capital resources: Accentuating effects of situational alignment and social capital resources. *Academy of Management Journal*, 64(2), 435-457.

Topic 6 Where to invest? What do we know about when CVCs invest in novel technology domains?

Type Literature Review/Empirical Study

- Core readings
- Shankar, R. K., Schücker, M., & Gutmann, T. (2024). Heterogeneity in organizational search behaviors: The case of corporate venture capital units. *Strategic Entrepreneurship Journal*, 18(3), 582-619.
 - Piazza, M., Mazzola, E., Perrone, G., & Vanhaverbeke, W. (2023). How does disruptive innovation influence the funding decisions of different venture capital investors? An empirical analysis on the role of startups' communication. *Long Range Planning*, 56(2), 1-17.
 - Dushnitsky, G., & Yu, L. (2022). Why do incumbents fund startups? A study of the antecedents of corporate venture capital in China. *Research Policy*, 51(3), 1-21.

Topic 7 Up-Or-Out: Do companies benefit from competitiveness or suffer from turnover?

Type Literature Review

- Core readings
- Mossholder, K. W., Settoon, R. P., & Henagan, S. C. (2005). A relational perspective on turnover: Examining structural, attitudinal, and behavioral predictors. *Academy of Management Journal*, 48(4), 607-618.
 - Glebbeek, A. C., & Bax, E. H. (2004). Is high employee turnover really harmful? An empirical test using company records. *Academy of Management Journal*, 47(2), 277-286.
 - Shaw, J. D., Delery, J. E., Jenkins Jr, G. D., & Gupta, N. (1998). An organization-level analysis of voluntary and involuntary turnover. *Academy of management journal*, 41(5), 511-525.

Topic 8 Home office: When and how?

Type Literature Review

- Core readings
- Agarwal, S., Sing, T. F., Song, C., & Zhang, J. (2024). Liberalizing Home-Based Business. *Management Science*, 70(12), 8301-8321.
 - Harris, S. E., & Katz, J. L. (1991). Organizational performance and information technology investment intensity in the insurance industry. *Organization Science*, 2(3), 263-295.
 - Hurt, M. J., & Hurt, S. (2005). Transfer of managerial practices by French food retailers to operations in Poland. *Academy of Management Perspectives*, 19(2), 36-49.

Topic 9 How have management scholars used the “grand challenges” concept?

Type Literature Review

- Core readings
- George, G., Howard-Grenville, J., Joshi, A., & Tihanyi, L. (2016). Understanding and tackling societal grand challenges through management research. *Academy of Management Journal*, 59(6), 1880-1895.
 - Seelos, C., Mair, J., & Traeger, C. (2023). The future of grand challenges research: Retiring a hopeful concept and endorsing research principles. *International Journal of Management Reviews*, 25(2), 251-269.
 - Ferraro, F., Etzion, D., & Gehman, J. (2015). Tackling grand challenges pragmatically: Robust action revisited. *Organization Studies*, 36(3), 363-390.
 - Sele, K., Mahringer, C. A., Danner-Schröder, A., Grisold, T., & Renzl, B. (2024). We are all pattern makers! How a flat ontology connects organizational routines and grand challenges. *Strategic Organization*, 22(3), 530-549.

- Topic 10 What is the environmental expertise in firms' corporate governance? An empirical investigation of board committees in large US companies.**
- Type Empirical Study
- Core readings
- Croci, E., Hertig, G., Khoja, L., & Lan, L. L. (2023). Board characteristics and firm resilience: Evidence from disruptive events. *Corporate Governance: An International Review*, 32(1), 2-32.
 - Harrison, J. R. (1987). The strategic use of corporate board committees. *California Management Review*, 30(1), 109-125.
 - Heimstädt, M., Koljonen, T., & Elmholdt, K. T. (2024). Expertise in management research: A review and agenda for future research. *Academy of Management Annals*, 18(1), 121-156.
- Topic 11 Opening the hierarchical black box: How we can differentiate between different forms of hierarchical governance?**
- Type Literature Review
- Core readings
- Joseph, J., & Sengul, M. (2024). Organization design: Current insights and future research directions. *Journal of Management*, X(X), 1-60.
 - Weber, L., Foss, N. J., & Lindenberg, S. (2023). The role of cognition and motivation in understanding internal governance and hierarchical failure: a discriminating alignment analysis. *Academy of Management Review*, 48(2), 244-263.
 - Foss, N. J., & Weber, L. (2016). Moving opportunism to the back seat: Bounded rationality, costly conflict, and hierarchical forms. *Academy of Management Review*, 41(1), 61-79.
 - Hax, A. C., & Majluf, N. S. (1981). Organizational design: A survey and an approach. *Operations Research*, 29(3), 417-447.
- Topic 12 Does the winner take it all? How can we differentiate between different platform strategies?**
- Type Literature Review/Empirical Study
- Core readings
- Van Dyck, M., Lüttgens, D., Diener, K., Piller, F., & Pollok, P. (2024). From product to platform: How incumbents' assumptions and choices shape their platform strategy. *Research Policy*, 53(1), 1-18.
 - Zhu, F., & Iansiti, M. (2019). Why Some Platforms Thrive and Others Don't. *Harvard Business Review*, 97(1), 118-125.
 - Karhu, K., & Ritala, P. (2021). Slicing the cake without baking it: Opportunistic platform entry strategies in digital markets. *Long Range Planning*, 54(5), 101988.

Topic 13 From traditional to platform business. When do incumbent firms change their type of value creation?

Type Literature review

- Core readings
- Vuori, T. O., & Tushman, M. L. (2024). Strategic decision-making at platform transitions: The case of Nokia (2010–2011). *Strategic Management Journal*, 45(19), 2018-2062.
 - Subramanian, H., Mitra, S., & Ransbotham, S. (2021). Capturing value in platform business models that rely on user-generated content. *Organization Science*, 32(3), 804-823.
 - Cennamo, C., & Santaló, J. (2015). How to avoid platform traps. *MIT Sloan Management Review*, 57(1), 11-15.

Topic 14 Divestments and strategic renewal: Do firms divest to adapt to novel technological advancements?

Type Literature review

- Core readings
- Kuusela, P., Keil, T., & Maula, M. (2017). Driven by aspirations, but in what direction? Performance shortfalls, slack resources, and resource-consuming vs. resource-freeing organizational change. *Strategic Management Journal*, 38(5), 1101-1120.
 - Berry, H. (2013). When do firms divest foreign operations?. *Organization Science*, 24(1), 246-261.
 - Agarwal, R., & Helfat, C. E. (2009). Strategic renewal of organizations. *Organization Science*, 20(2), 281-293.

Topic 15 Strategic framing of (disruptive) innovations (e.g. AI, sustainable innovations, digital platforms...)

Type Empirical Study

- Core readings
- Falchetti, D., Cattani, G., & Ferriani, S. (2022). Start with “Why,” but only if you have to: The strategic framing of novel ideas across different audiences. *Strategic Management Journal*, 43(1), 130-159. <https://doi.org/10.1002/smj.3329>
 - Gurses, K., & Ozcan, P. 2015. Entrepreneurship in Regulated Markets: Framing Contests and Collective Action to Introduce Pay TV in the U.S. *Academy of Management Journal*, 58(6): 1709-1739. <https://doi.org/10.5465/ami.2013.0775>
 - Bohn, S., Rogge, C. (2022). The Framing of Green Innovations—A Comparative Topic Modeling Study on the Public Frames of the Electric Vehicle in Germany and UK. *Journal of Cleaner Production*, 364. <https://doi.org/10.1016/j.jclepro.2022.132499>

Topic 16 Sustainable business models in digital platforms on the example of...

Type Empirical Study

- Core readings
- Laasch, O. (2018). Beyond the purely commercial business model: Organizational value logics and the heterogeneity of sustainability business models. *Long Range Planning*, 51(1), 158–183. <https://doi.org/10.1016/j.lrp.2017.09.002>
 - Pinkse, J., Lüdeke-Freund, F., Laasch, O., Snihur, Y., & Bohnsack, R. (2023). The organizational dynamics of business models for sustainability: Discursive and cognitive pathways for change. *Organization & Environment*, 36(2), 211-227. <https://doi.org/10.1177/1086026623117691>
 - Oleson, E., Nenonen, S., & Newth, J. (2023). Enablers and Barriers: The Conflicting Role of Institutional Logics in Business Model Change for Sustainability. *Organization & Environment*, 36(2), 228–252. <https://doi.org/10.1177/10860266231155210>

Topic 17 Transformation of established industries using the example of sustainability and/or digitalization

Type Empirical Study

- Core readings
- van den Bergh, J.; Kivimaa, P., Raven, R., Rohracher, H., Truffer, B. (2021). Celebrating a decade of EIST: What's next for transition studies? In: *Environmental Innovation and Societal Transitions* 41:18-23, <https://doi.org/10.1016/j.eist.2021.11.001>
 - Buchanan, S., Zietsma, C. and Matten, D. (2022). 'Settlement constellations and the dynamics of fields formed around social and environmental issues'. *Organization Science*, 34, 700–21. <https://doi.org/10.1287/orsc.2022.1593>
 - Bohn, S., Gümüşay, A. (2024). Growing Institutional Complexity and Field Transition: Towards Constellation Complexity in the German Energy Field. *Journal of Management Studies*, 61(7):3184-3225. <http://doi.org/10.1111/joms.13004>

Topic 18 Strategic implementation of new technologies and innovations (e.g. from a practice perspective)

Type Empirical Study and/or Literature Review

- Core readings
- Whittington, R. (2006). Completing the practice turn in strategy research. *Organization Studies*, 27(5), 613-634. <https://doi.org/10.1177/017084060606410>
 - Hanelt, A., Bohnsack, R., Marz, D., Antunes Marante, C. (2021). A systematic review of the literature on digital transformation: insights and implications for strategy and organizational change. *Journal of Management Studies* 58:1159–1197. <https://doi.org/10.1111/joms.12639>
 - Smets, M., Jarzabkowski, P., Burke, G. T. and Spee, P. (2015). 'Reinsurance trading in Lloyd's of London: Balancing conflicting-yet-complementary logics in practice'. *Academy of Management Journal*, 58, 932–70. <https://doi.org/10.5465/amj.2012.0638>
 - Bruder, I. M. (2025). From Mission Drift to Practice Drift: Theorizing drift processes in social enterprises and beyond. *Organization Studies*. <https://doi.org/10.1177/0170840625131459>

Topic 19 New practices in supply chain management (e.g. following the introduction of the Supply Chain Act, LkSG)

Type Empirical Study

- Core readings
- Schüssler, E. S. Lohmeyer, N. & Ashwin, S. (2023). We can't compete on human rights: Creating market-protected spaces to institutionalize the emerging logic of responsible management. *Academy of Management Journal*, 66(4). <https://doi.org/10.5465/amj.2020.1614>
 - George, G., Merrill, R. K., Schillebeeck, S. J. D. (2021). Digital Sustainability and Entrepreneurship: How Digital Innovations Are Helping Tackle Climate Change and Sustainable Development. *Entrepreneurship Theory and Practice*, 45(5). <https://doi.org/10.1177/1042258719899425>
 - Kaack, L.H., Donti, P.L., Strubell, E. et al. (2022). Aligning artificial intelligence with climate change mitigation. *Nature Climate Change* 12, 518–527, <https://doi.org/10.1038/s41558-022-01377-7>

Topic 20 Disruptive Innovations and path-breaking practices (e.g. AI, sustainable innovations, digital platforms...)

Type Empirical Study

- Core readings
- Stache, F., & Sydow, J. (2023). Breaking a path by creating a new one: How organizational change boosts children's cancer care. *Organization Studies*, 44(3), 351-376. <https://doi.org/10.1177/01708406221103965>
 - Pentland, B. T., Yoo, Y., Recker, J., Kim, I. (2021). From Lock-In to Transformation: A Path-Centric Theory of Emerging Technology and Organizing. *Organization Science* 33(1):194-211. <https://doi.org/10.1287/orsc.2021.1543>
 - Sminia, H., Bohn, S. Sydow, J. (2024). Path Release among Practices in the Process of Path Constitution. How the MP3-Path Appeared in the Field of Recorded Music. *Research Policy*, 53(8). <https://doi.org/10.1016/j.respol.2024.105073>

Topic 21 Accelerators, innovations, and novel practices at the interface of digitality and sustainability (e.g. in start-ups, incubators, accelerators, open-source initiatives, or innovation hubs in Berlin)

Type Empirical Study

- Core readings
- Kuebart A. (2022). Open creative labs as functional infrastructure for entrepreneurial ecosystems: Using sequence analysis to explore tempo-spatial trajectories of startups in Berlin. *Research Policy*. <https://doi.org/10.1016/j.respol.2021.104444>
 - Scheidgen, K., & Brattström, A. (2023). Berlin is hotter than Silicon Valley! How networking temperature shapes entrepreneurs' networking across social contexts. *Entrepreneurship Theory and Practice*, 47(6), 2233-2262. <https://doi.org/10.1177/10422587221134787>
 - Goswami, P., Mitchell, R., & Bhagavatula, S. (2018). Accelerator expertise: Understanding the intermediary role of accelerators in the development of the Bangalore entrepreneurial ecosystem. *Strategic Entrepreneurship Journal*, 12(1), 117–150. <https://doi.org/10.1002/sej.1281>

Topic 22 The normative values of digital platforms (using the example of e.g. Facebook, Google, BlueSky, Mastodon, X/Twitter or...)

Type Empirical Study

- Core readings
- McIntyre, D., Srinivasan, A., Afuah, A., Gawer, A., & Kretschmer, T. 2021. Multisided platforms as new organizational forms. *Academy of Management Perspectives*, 35(4): 566-583. <https://doi.org/10.5465/amp.2018.0018>
 - Scharlach, R., Hallinan, B., & Shifman, L. 2024. Governing principles: Articulating values in social media platform policies. *New Media & Society*, 26(11). <https://doi.org/10.1177/14614448231156580>
 - Risi, D., Vigneau, L., Bohn, S., Wickert, C. (2023). Institutional Theory-based Research on Corporate Social Responsibility: Bringing Values Back in. In: *International Journal of Management Reviews*, 25, 3-23. <https://doi.org/10.1111/ijmr.12299>

Topic 23 Framing and strategies of activists and social movements on the example of...

Type Empirical Study and/or Literature Review

- Core readings
- Klein, J., & Amis, J. M. 2021. The Dynamics of Framing: Image, Emotion and the European Migration Crisis. *Academy of Management Journal*, 64(5): 1324-1354. <https://doi.org/10.5465/amj.2017.0510>
 - Benford, R. D., & Snow, D. A. (2000). Framing Processes and Social Movements: An Overview and Assessment. *Annual Review of Sociology*, 26: 611-639. <https://www.jstor.org/stable/223459>
 - Liptak, A. 2018. How Conservatives Weaponized the First Amendment, *New York Times*, Vol. June 30. <https://www.nytimes.com/2018/06/30/us/politics/first-amendment-conservatives-supreme-court.html>
 - Reinecke, J., & Ansari, S. 2021. Microfoundations of Framing: The Interactional Production of Collective Action Frames in the Occupy Movement. *Academy of Management Journal*, 64(2). <https://doi.org/10.5465/amj.2018.1063>

Topic 24 Niche platforms and their strategic business models on the example of...

Type Empirical Study

- Core readings
- Cennamo, C. (2021). Competing in Digital Markets: A Platform-Based Perspective. *Academy of Management Perspectives*, 35(2), 265–291. <https://doi.org/10.5465/amp.2016.0048>
 - Täuscher, K., & Laudien, S. M. (2018). Understanding platform business models: A mixed methods study of marketplaces. *European Management Journal*, 36(3), 319–329. <https://doi.org/10.1016/j.emj.2017.06.005>
 - Vaskelainen, T., & Münzel, K. (2018). The Effect of Institutional Logics on Business Model Development in the Sharing Economy: The Case of German Carsharing Services. *Academy of Management Discoveries*, 4(3), 273–293. <https://doi.org/10.5465/amd.2016.0149>