EBERHARD KARLS
UNIVERSITÄT
TÜBINGEN

Faculty of Economics
and Social Sciences

School of Business and Economics
Chair of Strategy
Prof. Dr. Timo Sohl

Bachelor Thesis Seminar in Strategy (B372)

Winter Semester 2026/2027

I. Overview

In this seminar, students analyze selected topics in Strategy to improve their understanding of how firms can create and capture value in dynamic business environments. Students write a bachelor thesis and present the main results of their written work in a seminar session. Depending on the research question and data availability, the bachelor thesis can have one of the following approaches: (i) theory- or phenomenon-driven empirical work, (ii) conceptual work explaining and developing concepts and testable relationships, or (iii) a literature review building understanding of real-world phenomena.

II. Topics

The topics are categorized into three areas (A-C), which are analyzed by groups of students. Each student writes and presents her/his own bachelor thesis on a specific topic within an area. However, students in the same group are expected to provide feedback on their ideas and support each other in the development of their thesis. While the topic list indicates whether data are available via Wiwi-IT for empirical analysis (data provided by Orbis, LSEG workspace), students can choose to write a literature-based, conceptual thesis on all topics.

The allocation of topics is announced at the kick-off meeting (students are ordered using the "lottery method" and select their preferred topic in that order). Prior to the kick-off meeting, students should therefore familiarize themselves with the topics. Students can also propose their own topic if it is in Strategy and they have access to interesting data or are able to collect data through surveys or interviews in a reasonable timeframe.

A. Competitive Strategy and Organization

Topic #	Title	WiWi Data Access
1	How do groups and clusters of firms arise in AI-intensive industries and what are their effects?	Yes
2	Strategic responses of German automotive incumbents to Chinese EV market entry	Yes
3	How is AI affecting organizational structure? A review of the literature	No
4	Cooperatives vs. investor-owned firms and organizational design	Partially

B. Corporate Strategy

Topic #	Title	WiWi Data Access
5	An analysis of acquisitions of data- and AI-intensive businesses	Yes
6	Firm boundaries in digital firms: The rise of mega-businesses like Google and Amazon	Yes
7	Measuring resource redeployment: Advances, challenges, and future research	No
8	How do agency problems and incentive compensation affect resource redeployment? An organizational design perspective	No

C. Sustainability and Stakeholder Strategy

Topic #	Title	WiWi Data Access
9	Navigating geopolitical energy shocks: Strategic firm adaptation in carbon-intensive industries	Yes
10	How do stakeholders' heterogeneous motivations affect value creation?	No
11	A review of empirical research on stakeholder orientation: A framework and future research directions	No
12	A critical assessment of the debate on strategy and climate change*	No

Related literature*

- Bansal, P., Durand, R., Kreutzer, M., Kunisch, S., & McGahan, A. M. (2025). Strategy can no longer ignore planetary boundaries: A call for tackling Strategy's ecological fallacy. *Journal of Management Studies*, *62*(2), 965-985. https://doi.org/10.1111/joms.13088.
- Foss, N. J., & Klein, P. G. (2025). Do we Need a 'New Strategy Paradigm'? No. *Journal of Management Studies*, *62*(2), 986-1002. https://doi.org/10.1111/joms.13081.
- Wickert, C., & Muzio, D. (2025). What is the strategy of strategy to tackle climate change?. *Journal of Management Studies*, *62*(2), 954-964. https://doi.org/10.1111/joms.13114.

III. Empirical approach

Students are encouraged to conduct independent empirical work as an alternative to a literature-based, conceptual thesis. While the Chair of Strategy provides guidance in how to find secondary data via Wiwi-IT, students should be able to independently download data and use statistical software (e.g., Stata) needed for data analysis. If a thesis has an empirical approach, students must submit together with their thesis the data and code (quantitative approach) or interview documentation (qualitative approach) for verification.

Literature

Quantitative analysis

- Allison, P. D. (2014). *Event history and survival analysis: Regression for longitudinal event data* (Vol. 46). SAGE publications.
- Wooldridge, J. M. (2010). *Econometric analysis of cross section and panel data*. MIT press.

Qualitative analysis

- Eisenhardt, K. M. (1989). Building theories from case study research. *Academy of Management Review*, *14*(4), 532-550. https://doi.org/10.5465/amr.1989.4308385.
- Yin, R. K. (2009). *Case study research: Design and methods* (Vol. 5). SAGE publications.

IV. Dates and requirements

Participation in this seminar is limited. To secure a spot, students must register via ALMA and attend the mandatory kick-off meeting. To accommodate international students and provide an opportunity to practice business English, the seminar will be conducted entirely in English. Consequently, all presentations and the final bachelor thesis must also be completed in English.

Date	Activity	Room
Monday, 12.10.2026 9:00 – 13:00 c.t.	Kick-off meeting: - Topic assignment - Workshop on academic writing	Fakultätssitzungsraum (Nauklerstr. 47)
Sunday, 18.10.2026	Registration deadline via ALMA (required is attendance to the kick-off meeting)	-
Friday, 06.11.2026 9:00 – 17:00 c.t.	Research plan presentation & feedback	Konferenzraum 209 (WiWi Sem Mohl)
Monday, 09.11.2026 9:00 – 13:00 c.t.	Research plan presentation & feedback	Konferenzraum 209 (WiWi Sem Mohl)
Monday, 30.11.2026 9:00 – 13:00 c.t.	Specific questions and feedback session	Konferenzraum 209 (WiWi Sem Mohl)
Monday, 21.12.2026 By noon (12:00) s.t.	Submission of bachelor thesis: office 107, Nauklerstr. 47 + upload in ILIAS. You can also drop the paper version of your bachelor thesis in the letterbox outside the faculty (addressed to the Chair of Strategy, Nauklerstr. 47) or send it by mail (stamp date is relevant).	-
Monday, 11.01.2027 9:00 – 13:00 c.t.	Feedback session on written thesis	Office 107, Nauklerstr. 47
Tuesday, 19.01.2027 By noon (12:00) s.t.	Upload of presentation in ILIAS	-
Thursday, 21.01.2027 14:00 – 18:00 c.t.	Final presentations & feedback	Konferenzraum 209 (WiWi Sem Mohl)
Friday, 22.01.2027 9:00 – 17:00 c.t.	Final presentations & feedback	Seminarraum E 01 (WiWi Sem Mohl)

V. Course credit

Students in this seminar will acquire the necessary tools to write a research-based thesis, with the support of an obligatory academic research workshop at the beginning of the term and mid-term "research plan presentations" showcasing each student's current progress. As part of the seminar, students will write their bachelor thesis and present the key insights of their thesis in a final presentation (12 ECTS). Grades will be announced at the end of the seminar. The final thesis must be submitted in paper and PDF format. Late submission will result in exclusion from the seminar and a grade of 5.0 ("nicht ausreichend").

To obtain course credit, students must meet the following criteria:

- Students participate in all mandatory meetings.
- Students submit their 12-page thesis on time.
- Students present their thesis during the seminar.
- Students actively participate during the seminar.

The final grade consists of 50% from the thesis and 50% from the final presentation and seminar participation.