

Selected Thesis Topics for BScBA students Bachelor's Thesis 2025-2026

Please use this list of the fields of International Business for thesis work and see the examples of potential thesis topics when choosing and informing us the field of your thesis + the thesis topic in the form *Indication of Interest Area for Thesis 2025-2026*. You can also choose your own topic.

Part 1. Thesis topics for companies and other organizations

We have first listed below a thesis project that is available to do for an organization. If you are interested in these projects, please mark the topic to the Indication of Interest Area form the same way than any other topic. It should be noted that the students selected to do the thesis from these topics must be motivated and committed for the work. The MATKA project contact persons will attend the info session on 7 October. The Mikkeli University Consortium will award three €1,000 grants for theses done for the MATKA project. More information on these and other possible grants will be sent to students separately by email. More information can also be asked from Mari Syväoja.

	Organization:	Selected Thesis Topics for companies and organizations
This study is carried out for the MATKA project (Actor-driven sustainability solutions for multi-local living), with pilot municipalities in Mikkeli, Mäntyharju, Puumala, and Kangasniemi. The project aims to produce local solutions to the sustainability challenges of multi-local living that accelerate climate change and to pilot new forms of organization. https://www.helsinki.fi/fi/ruralia-instituutti/monipaikkaisen-asumisen-toimijalahtoiset-kestavyysratkaisut-matka	University of Helsinki Ruralia Institute, with LUT University and Aalto University as co-implementers Contact person: Manu Rantanen manu.rantanen@helsinki.fi	Direct access to local food producers among multi-local residents This project would focus on the availability of local food sold directly by producers (via farmers markets, direct selling from e.g. marketplaces, local shops and the REKO network) for multi-local residents/ second-home owners. What kinds of examples could be found in the international literature about effective/successful models that develop the supply and delivery of local food for multi-local people? How have the dimensions of sustainability been considered? The research would include internet searches focusing on the places where local food is available in the pilot municipalities (e.g. shops, farms, REKO network, see https://aitojamakuja.fi/en/what-is-reko/ and Facebook groups). It would also involve interviews of local shop workers, farmers etc.: To what extent is locally produced food available and accessible in local shops and supermarkets for second-home owners? How have the farms, shops etc. taken into account the demand of multi-local residents for local food e.g., in their marketing? How do the producers, shops etc. consider the sustainability of local food and use it in marketing? NOTE. Proficiency in Finnish is required

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Part 2. Other thesis topics related to International Business

<i>International Business/ Marketing and Consumer Behavior</i>	• Do Country-of-Origin Labels Still Matter? A Study of Gen Z's Preferences. • Sustainability and Fast Fashion: Do young people Actually "Walk the Talk"? • Cross-Cultural Differences in Influencer Trustworthiness: Comparing International vs. Local Influencers • How Global Brands Adapt Humor in Advertising Across Different Cultures? • The Impact of Subscription Models (Spotify, Netflix, etc.) on Brand Loyalty Across Borders • The Influence of TikTok Content Creators on International Brand Perception • Mobile Payment Apps (Apple Pay, Alipay, PayPal): Do They Influence Shopping Frequency Among Young Consumers? • The Role of International Gaming Brands (e.g., Riot, Nintendo, Tencent) in Shaping Global Youth Culture • How Social Media Algorithms Affect Exposure to International vs. Local Brands • Are International Coffee Chains (Starbucks, Costa) Replacing Local Cafés for young people? • Comparison of consumer behavior on different national markets • Private labels vs. branded goods – buying patterns across different generations of consumers • Sustainable marketing as a tool for building loyalty towards the company • Shaping relations with end customers through marketing offering • Services marketing – creating the right offer for the right customer in services • Communication campaigns for mass and luxury brands • Societal marketing – using marketing tools for social change • Luxury democratization effects • Envy in consumption • Trust in autonomous vehicles • Positive and negative effects of brand activism • Embarrassment in Consumer Purchase • Consumer engagement with brands in social media • Impact of ESG Controversies on Consumer Sentiment via Social Media Event Studies • Emotional Drivers (e.g., social anxiety) in Impulse Purchases • Mitigating Negative Consumer Responses to CSR Failures Through Transparency • Influence of Innovation and Corporate Social Responsibility (CSR) in Sustainability • Narrative Advertising and Emotional Engagement
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	• Predicting Customer Churn • Prosocial Behavior and Related-Cause Marketing in Consumer Behavior • Trade-Offs Between Stakeholder Needs and Consumer Well Being in Sustainable Marketing • Better Marketing for a Better World: Socially Responsible Consumer Behavior in Emerging Markets • Consumer CSR Knowledge and Green Purchase Behavior: A Theory of Planned Behavior Approach
International Business/ Game Industry	• Management and organization practices of the game industry • People and talent management in the game industry • Sustainability of the game industry • Platform economy and platform-mediated labor in the game industry • Esports industry and recent developments, team management, talent management • Inclusion and diversity in the game industry • Acceptance of new technology such as Gen-AI • New emerging game market
International Business/ Strategy and Management	• How do small firms innovate to become competitive? • How can technologies (such as apps/social media/web-based solutions) help firms become competitive? • How does culture influence a firm's international operations? • What drives internationalization? • Cooperation between business and nonprofit organizations – looking for win-win opportunities • How cultural differences shape firms' international operations and performance. • Board composition and the effects of board-related variables on firm performance. • Internationalization of SaaS (Software as a service) start ups • Internationalization with own sales or using agents • Recruiting subsidiary CEOs • Re-internationalization to a foreign market • How to manage relationships between headquarters and foreign subsidiaries • How to implement DEI policies in foreign subsidiaries • What roles do regional headquarters play in internationalization to Asia? • How to manage geopolitical challenges in a Finnish multinational? • Influence of geopolitical changes in international logistics firms
International Business/ Logistics and Operations Management	• How and why do firms use sourcing in their operations (i.e., outsourcing, reshoring etc.)? • Exploring the management of global supply chains and digital technologies.

<i>International Business/ Innovation, Entrepreneurship and SMEs</i>	• How companies can utilise AI/ IoT to re-innovate their business model? • Impact of digitalization to SME strategy? • How companies develop sustainable business models over time? • What are the mechanisms through which sustainable business models are developed? • Which sustainable business model innovations enable companies to grow? • Roles of digitalization in building resilience capabilities? • How to build a resilient business model for digital/ technology SME? • How do business models influence the competitiveness of firms. • How do sustainability issues influence firm operations? • How do entrepreneurs navigate the global business landscape? • Circularity and sustainability as a way of doing business. • Champions for biodiversity in firm operations. • How can rural entrepreneurship support local communities? • From linear to circular business models, how to do the transformation • Driving forces of sustainability in business • Commercial potential of carbon capture, storage and utilisation • Theories to explain small firm growth
<i>International Business/ Business Culture and Communication</i>	• Responsible Communication Practices and New Communication Technologies • Communicating Expertise • Social selling & Employee advocacy • Communicating Corporate Social Responsibility • Communication in Organizational Change • Corporate Reputation and Social Media • The Implications of AI on Workplace Communication • Communication Skills in the Workplace: Impact on Employee Performance • Leadership Communication in Growth Companies
<i>International Business/ Accounting and Finance</i>	• Portfolio Theory - In search of optimal portfolio • Capital Structure and Cost of Capital - Relationship between debt and cost of capital • Composition of the board of directors - Which board related variables affect firm performance? • Agency variables and firm performance - Which agency related variables affect firm performance? • Corporate Cash Holdings - What is the relationship between cash holdings and stock market volatility? • Asset pricing - Is Gordon's Growth Model useful in predicting future share prices? • Bond markets - The relationship between bond yields and cost of equity • Bond markets - Interest rate forecasting

	• Corporate valuation and investment appraisal - Income based vs market-based valuations • Reaction of financial markets to significant events - Reaction of FTSE 100 to Covid related announcements • Investment appraisal - Sensitivity analysis and Monte Carlo simulation in investment appraisal. • Investment appraisal - DCF model of a business idea • Investment appraisal - Real options • Currency markets - Purchasing Power Parity and foreign currency markets • Management Accounting - The Integration of ESG Metrics into Corporate Performance Management Systems • Management Accounting - Linking Executive Compensation to Sustainability Targets: An Analysis of Effectiveness and Design • Management Accounting - The Role of the Management Accountant in Valuing and Reporting on Climate-Related Risks • Financial Accounting & Reporting - The Impact of Mandatory IFRS S2 Climate-related Disclosures on Analyst Forecast Accuracy • Financial Accounting & Reporting - An Analysis of ESG Disclosure Quality: A Comparison Between Voluntary Reporting and Mandatory CSRD Compliance • Financial Accounting & Reporting - The Effect of ESG Report Assurance on Investor Confidence and Firm Valuation • Finance & Capital Markets - The Relationship Between ESG Performance and the Cost of Equity Capital: Evidence from Nordic Markets • Finance & Capital Markets - Market Reaction to "Greenwashing" Controversies: An Event Study Analysis • Finance & Capital Markets - A Comparative Performance Analysis of ESG-Themed Mutual Funds vs. Traditional Index Funds • Finance & Capital Markets - The Influence of Sovereign ESG Ratings on Government Bond Yields in the Eurozone • An analysis of the European emissions trading system • Development of entrepreneurial finance in Finland during the last decade • An analysis of mergers and acquisitions market in Finland • Corporate cash holdings and their relationship with stock market volatility. • Bond markets: the relationship between bond yields and the cost of equity. • Bond markets: Interest rate forecasting • Development of entrepreneurial finance in Finland vs. other Nordic Countries vs. Israel, Ireland, USA
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	• Optimal Portfolio Creation based on a investment strategy (the strategy to be proposed by the student and approved by the supervisor) • Development of Carbon Markets in Finance. The past, the current situation, the future • AI and Fintech in Sustainability • International Currencies and the Forward Premium Puzzle • Emerging Markets in Portfolios • Puzzles in Emerging Markets • International Portfolios vs. Home Bias • Stock Pitch Strategies: Purely Mathematical vs. Purely conceptual/qualitative vs. Purely AI based vs. Mixture • International interest rate relationships: Europe vs. USA vs. Japan
<i>International Business/ Human Resource Management, Leadership, Gender Issues</i>	• Why should / How do organisations engage different generations of employees to work together effectively? • How do cultural differences influence HRM policy and practice within (or between) firms (and their subsidiaries)? • Do different generations have differing career expectations and why does this matter for organisations / for HRM? • How important is formal learning (or learning in the flow of work) in developing new graduates (or new employees more broadly) effectiveness (or belonging) within a firm? • How do space and place influence employees' working-lives? • How important is HRM/D in organisations tackling sustainability (or climate change) issues within an organisation? • Is mindfulness important for effective leadership? • How useful is AI to organisations / to HRM? • How is AI affecting the nature of work / of the employment relationship / of recruitment/selection / of L&D? • How is flexible working / remote working affecting workplace learning / employee belonging / graduates' apprenticeship to the profession? • What knowledge, skills and capabilities are vital for work futures? • Can HRM be 'green'? • To what extent are employees prioritising work-life balance over career progression? • To what extent do Gen Z / Millennials search for a sense of belonging with their employing organisation and/or professional group • How do leaders learn to be effective leaders? • How can workplaces be more inclusive of neurodiverse / of physically disabled employees? • How can the care sector recruit a sustainable workforce for the future? • How does community service / military service contribute to employees effective future careers?

	• Promotion or work-life balance: generational differences in what is perceived to be the priority • How do cultural and institutional factors influence HRM policy and practice? • To what extent do different generations have differing career expectations and does this matter for organisations? • How important is formal learning or learning in the flow of work, in developing new graduates or new employees more broadly to have successful early careers? • How do space and place influence employees' working-lives and wellbeing? • How important is HRM for achieving sustainable development? • How can expatriate workers be engaged to ensure high performance working • How is Generative AI impacting on employment and changing the nature of work? • How is Generative AI impacting on the nature and quality of knowledge-workers' work? • Why are there persistent shortages of workers in occupations such as engineering, health-care and education and what can be done to make such work more attractive? • To what extent are employees prioritising work-life balance over career progression? • How do leaders learn to be effective leaders? • How can migrant workers be better assimilated and accommodated to ensure their effective economic and social contributions • To what extent does initial military service contribute to individuals having successful organisational careers? • How can organisations improve inclusivity for workers with neuro-diverse and mental health conditions to ensure flourishing? • Are generations engaged by different facets of work and what are their career orientations? • What is the interplay of formal and informal learning in graduates' early careers • What are the key international differences in the involvement and participation of employees in organisational decision making and to what extent do these differences influence organisational performance? • What are the influences of mentors and role models in early career leadership development? • Career expectations of Gen Y/Millennials versus Baby Boomers/Gen X and their implications for organizations and HRM. • Assimilation and accommodation of migrant workers in host economies. • Gender and leadership in international business organizations. • Neurodiversity, mental health, and flourishing in the workplace.
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International Business/ Economics	• Tariffs, threats, and game theory • How do major events like the world cup and Olympics affect local economies? Is it worth it to host? • Working from home. What kind of work-from-home policies are most effective for productivity? For retention? • Where do we really expect AI to replace workers? • Is AI a substitute or complement to human capital? Does it differ based on industry and occupation? • How does rapidly changing technology create risks for discrimination in the workplace? • Open source technologies: is it worth it to share tech with your competitors? • Where does the data come from? Tradeoffs of data collection and model improvement vs personal or corporate privacy. • The impact of refugee inflows on labor markets and business competitiveness in European host countries. • How exchange rate volatility shapes multinational firms' investment and trade decisions? • The role of migration and education in building human capital pipelines for global business. • Entrepreneurship and innovation outcomes among immigrant and refugee populations in host economies. • Global economic policy uncertainty and its effects on labor mobility and international business operations. • The influence of artificial intelligence (AI) on consumer decision-making. • The stability of the gig economy: evidence from platforms such as Wolt and Uber. • Predicting customer churn using firm-level data and behavioral indicators. • Financial market reactions to geopolitical events such as wars and sanctions. • Is international trade good or bad for the environment? • The impact of Brexit on EU economies and international business relations. • Understanding the role of money & credit growth for inflation dynamics in the Euro area. • Banking crises: analyzing causes, severity and remedies for advanced and emerging market/developing countries and spillovers • Did the Global Financial Crisis of 2008 changed monetary policy transmission in the Euro area? • Do public debt levels and size of fiscal deficits matter for economic growth, inflation, and interest rates? Why and why not. • Analyzing the role of institutions and their impact on economic growth • Exchange rate versus interest rate targeting: does it matter for inflation and economic growth? • U.S. monetary policy spillovers to the Euro area
International Business/ Energy Markets	• The impact of the electric car charging market on the development of the electric car market • The impact of the electricity market on the development of solar panel investments

	• The effect of electricity price fluctuations on consumers' consumption habits • Consumers' opportunities to improve their security of energy supply • The effect of energy prices on consumers' choice of car drive power • Profitability of the photovoltaic system in South Savo • Electricity storage possibilities in a small property • Effects of the price of energy on the choice of heating systems in small properties • The development of the firewood market in Finland • Competitiveness of spot electricity compared to other electricity contracts for the consumer • Prosumerism in the transition to renewable energy system • Creating a profitable value network in a renewable energy concept/concepts (business models, investment processes or operating concepts) • Green transition in the energy system • Consumers' opportunities to manage energy price peaks • Land use challenges in renewable energy investments (solar/wind power plants)
<i>International Business/ Food Industry</i>	• Transition paths to sustainable food systems • Comparisons of (local) food distribution channels/business models (current use, profitability, sustainability, digitized solutions) • Novel food systems towards 2035-2050 • Urban food production and their business models