

Selected Thesis Topics for BScBA students Bachelor's Thesis 2022-2023

Please use this list of the fields of International Business for thesis work and 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 2022-2023*.

AWARDS AND GRANTS

Mikkeli University Consortium and the BScBA program will award one of the thesis students for superior performance in the research and writing process. This year the theme for the award is: "xx". The nominations are done by the supervisors, and the thesis must be high quality research and show relevance to the theme above.

Suur-Savo Energy Foundation has granted two 1000 euro grants for the Bachelor's thesis completed in the field of Energy Markets. The thesis must get a grade of 4 or 5. The student must apply for the grant after the process with the supportive statement from the supervisor.

Part 1. Thesis topics for companies and other organizations

We have first listed the thesis projects that are available to do for companies and organizations. 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. **Please do not contact these organizations yourself before the selection process has been completed for all students.** More information on topics can be asked from Mari Syväoja.

	Organization:	Selected Thesis Topics for companies and organizations
Thesis projects for companies and organizations	Themo; a smart thermostat/heating optimization company, which offers both B2C products and B2B services (https://themo.fi/fi/)	Customer Survey on the Smart Thermostat Pricing Models (fee paid by the company after the work is completed)
	Ministry of Foreign Affairs in Finland	Current energy crisis in Europe and how Canada can assist Europe

Part 2. Other thesis topics related to International Business

<i>International Business/ Marketing and Consumer Behavior</i>	<ul style="list-style-type: none">• Value and characteristics of social media influencers• Promoting on social media• Sponsoring professional sports – impact of vice products• The impact of nation’s equity, price, and product transparency on consumer attitudes• The impact of Country of Origin on consumer purchase intent • Comparison of consumer behavior on different national markets• Private labels vs. branded goods in times of crisis• 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• Shifts in distribution channels as reaction to C-19 crisis• Communication campaigns for mass and luxury brands• Societal marketing – using marketing tools for social change • Brand activism effects• Trust in autonomous vehicles• Minimalism in consumption• Digital luxury consumption• Democratization of luxury• Popularity and sharing behavior• Vanity, impression management & luxury consumption • Strategic airline marketing • Self-gift giving and satisfaction in consumption• Motivations on consumer–brand relationships• Understanding the meaning of memorable gifts• The influence of physical and virtual stores: the journey on the customer experience• The Comprehension of consumer’s acceptance of technology in retailing• Happiness and the consumption of experiences• Consumption of fear in different contexts
---	--

	<ul style="list-style-type: none"> • Consumer engagement with brands in social media • The use of segmentation to create marketing strategies • Predicting Customer Churn
International Business/ Gender Issues	<ul style="list-style-type: none"> • Gender and leadership • Gender factors in marketing • Gender issues in the international workplace • Women entrepreneurs • Diversity and inclusion practices in the workplace • LGBTQ+ issues in the workplace • Media representations of gender and work <ul style="list-style-type: none"> • The impact of Covid-19 pandemic on the female employment and gender pay gap
International Business/ Game Industry	<ul style="list-style-type: none"> • Inclusion and diversity in the game industry • Sustainability of games, game industry, emissions management and transitioning the industry towards zero emissions • Accessibility and inclusivity of games to diverse gamer groups in terms go age, disability, or gender. • The use and impact of gamification in business contexts • Worker exploitation through gamification • Stability of the gig economy e.g., Wolt, Uber etc.
International Business/ Strategy and Management	<ul style="list-style-type: none"> • Global Business Models • A comparison of Anglo-Saxon with European approaches to managing companies • A comparison of Asian with European approaches to managing companies • Whose interests should managers satisfy? Corporate governance as a framework • Is membership in an airline alliance indispensable? • A case study of organizational change (student can suggest company/organization) • Are management consultants worth their fees? <ul style="list-style-type: none"> • How and why do firms use sourcing in their operations (i.e., outsourcing, reshoring etc.)? • How do small firms innovate to become competitive? • How can technologies help firms become competitive? • How does culture influence a firm’s international operations? • What drives internationalization? <ul style="list-style-type: none"> • Cooperation between business and nonprofit organizations – looking for win-win opportunities

<p><i>International Business/ Logistics and Operations Management</i></p>	<ul style="list-style-type: none"> • What are the implications for workers in the logistics or transportation industries of robotisation or of autonomous vehicles? • Setting up a new operation (manufacturing or service industry) to meet the needs of a target market – a case study or selected cases from any industry • Managing the impact of Covid19 on the airline industry (a strategic and operational view)
<p><i>International Business/ Business Culture and Communication</i></p>	<ul style="list-style-type: none"> • Impact of digitalization on organizational culture • Communicating corporate social responsibility • Change communication in organizational change • Corporate Reputation and social media • Communication skills at work – impact on employee performance • Leadership communication in growth companies • Work-life balance • Creating an equitable and inclusive workplace
<p><i>International Business/ Accounting and Finance</i></p>	<ul style="list-style-type: none"> • Portfolio Theory - Relationship between beta and company returns • Market Efficiency - Test of semi-strong form market efficiency in the context of Covid 19 announcements. • 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 • 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 • Role of green financing in climate change mitigation • The use of Green bonds for climate and environmental projects • Compensation payments/schemes in the climate change mitigation • International Portfolio Optimization • Forward premium puzzle in currencies (exchange rates) • International equity markets, correlations, returns • Examination of a cryptocurrency: past, present, future.

	<ul style="list-style-type: none"> • What are the characteristics of the stock exchange the student is from? History, firms, sectors, industries, performance characteristics? • FinTech: Past, Present, and Future in the EU versus in the USA • What are the similarities and differences in ESG and CSR initiatives in the USA and in the EU?
<p><i>International Business/ Economics, Education</i></p>	<ul style="list-style-type: none"> • Using diffusion models to forecast online streaming services • Forecasting Photovoltaic technologies in business • Immigration and its impact on labor shortages • War and its impact on small business • How have supply chain disruptions impacted business' decisions regarding inventory management? Local vs. international sourcing of materials, etc. • Why some regions are recovering faster than others from the COVID recession of 2020? A comparative economics systems analysis. • Measuring the economic (micro and macro) determinants of migration flows. • The immigration after 'Brexit' and its effects on the UK labour market. • Are carbon taxes effective in reducing CO2 emissions? A case study for a chosen European country. • Factors affecting international trade in services and implications for European jobs. • A comparative study of importers and exporters in international trade in services. • The implementation of Sustainable Development Goals (SDGs) in higher education institutions. • The trade-off between quality and economic performance of higher education institutions. A case study or survey.
<p><i>International Business/ Innovation, Entrepreneurship and SMEs</i></p>	<ul style="list-style-type: none"> • Digital leadership in SMEs (AI, Data, IoT, online services) • Water business ecosystems and platforms in Europe (benchmark and comparison) • Resilient business model (case study, how to build?) • Sustainable growth strategies (case study, any industry) • The potential of regenerative entrepreneurship • Public finance alternatives in Finland for climate change / carbon neutrality • Determinants of small firm growth • Explaining the variation of economic returns from innovation in small high tech firms • From linear business model to circular business model • Antecedents of entrepreneur's growth orientation

***International Business/
Human Resource
Management, Leadership***

- 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 Gen Y / Millennials vs 'Baby boomers' / Gen X have differing career expectations?
 - 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 HRM?
 - 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 can leaders learn to be effective leaders?
 - Incorporating UN Sustainable Development Goals into organisational / leadership practice
-
- To what extent do cultural differences influence HRM policies in a case-study company (your choice)?
 - How do leadership capabilities need adapting to suit a culturally diverse workforce?
 - To what extent are different generations of workers differently engaged by paid employment?
 - To what extent are workers striving for work-life-balance, 'quietly quitting' and viewing their jobs as less important than their lives beyond work?
 - In the contemporary world of mass migration, how can migrant workers be assimilated into the workforce of an organisation (your choice)?
 - To what extent can HRM policies contribute to counteracting climate change in a case study organisation (your choice)
 - To what extent does active participation in sport contribute to workers' effectiveness in organisations?
 - How can workers most effectively learn the soft-skills of leadership and management within a case-study organisation (your choice)?
 - Evaluate the importance in a knowledge-based organisation (your choice) of employee voice in higher level decision making.

	<ul style="list-style-type: none"> • Is informal, 'learning in the flow of work' more or less effective than formal training and development for learning to be a leader or manager? • How do managers become the leaders they are? The story and analysis of selected biographies. • Will distance work survive the corona pandemic in the long term?
<p><i>International Business/ Energy Markets</i></p>	<ul style="list-style-type: none"> • Prosumerism in the transition to renewable energy system • Creating a profitable value network in a renewable energy concept/concepts (business model, investment process or operating concept) • Green transition in the energy system • 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
<p><i>International Business/ Food Business</i></p>	<ul style="list-style-type: none"> • Transitions to healthy food diets • Comparisons of (local) food distribution channels/business models (current use, profitability, sustainability, digitized solutions) • Novel food systems towards 2035-2050