

## Selected Thesis Topics for BScBA students Bachelor's Thesis 2023-2024

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 2023-2024*. 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 company. If you are interested in this project, 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 this topic must be motivated and committed for the work. **Please do not contact these organization yourself before the selection process has been completed for all students.** More information on this project can be asked from Mari Syväoja.

	Organization:	Selected Thesis Topics for companies and organizations
Thesis project for a company	<p><b>Arctic Natural Products Ltd</b>  <a href="https://www.arcticnaturalproducts.com/">https://www.arcticnaturalproducts.com/</a></p> <p>The company specializes in the production and sale of premium-quality dried and freeze-dried wild berries, including varieties like wild blueberries and ligo-berries, as well as berry powders and wild mushrooms. Established in 2017 as a micro-scale family business, it operates from its production and storage facilities located in Savonlinna, within the South Savo region. It has an online store and direct sales to selected Asian destinations, including Hong Kong and South Korea. Its largest European buyer is located in Switzerland.</p>	<p><b>Assessing the market potential of Finnish dried and freeze-dried wild berries in selected Asian food markets</b> (to be further defined in consultation with the student and the supervisor)</p> <p>Due to Covid-19 and other factors, there is a growing demand for healthy natural products and ingredients, and Arctic Natural Products company aims to capitalize on this trend. The company has participated in specific export missions organized by Business Finland, Food from Finland (FFF) program and has established its initial export channels abroad. However, there is still much to achieve in this field. Unfortunately, the company has limited resources to independently expand its market exploration, especially as the FFF program is also coming to close.</p> <p>To reach its potential, bolstered by the increasing health consciousness trend, the company currently needs well-grounded market analysis on new and emerging markets for high-quality and sustainably sourced dried/freeze dried wild berries. Potential new opportunities are expected to arise primarily in Asia, including, but not necessarily limited to, Vietnam. Besides generalized market information, the company would appreciate insights that are accurate and actionable to inform its future marketing strategy in the specific Asian country or countries of interest.</p> <p>Possible compensation to the student depending on the results: max 1000 euros</p>

## **Part 2. Other thesis topics related to International Business**

<b><i>International Business/ Marketing and Consumer Behavior</i></b>	<ul style="list-style-type: none"><li>• Consumer rejection of conflict-related products</li><li>• What is responsible consumer behavior?</li><li>• The age of influencer – types of influencers that win</li><li>• Corporate social responsibility and it's impact on consumer behavior</li><li>• Transparency of pricing strategy</li><li>• “Made-in” label and it's impact on consumer behavior</li><li>• Use of humor in promotion and different impact of humor across borders</li><li>• Product features and their impact on consumer behavior</li></ul> <ul style="list-style-type: none"><li>• Comparison of consumer behavior on different national markets</li><li>• Private labels vs. branded goods in times of crisis</li><li>• Sustainable marketing as a tool for building loyalty towards the company</li><li>• Shaping relations with end customers through marketing offering</li><li>• Services marketing – creating the right offer for the right customer in services</li><li>• Shifts in distribution channels as reaction to C-19 crisis</li><li>• Communication campaigns for mass and luxury brands</li><li>• Societal marketing – using marketing tools for social change</li></ul> <ul style="list-style-type: none"><li>• Brand activism effects</li><li>• Trust in autonomous vehicles</li><li>• Minimalism in consumption</li><li>• Digital luxury consumption</li><li>• Democratization of luxury</li><li>• Vanity, impression management &amp; luxury consumption</li></ul> <ul style="list-style-type: none"><li>• Brand Personification and Customer Loyalty</li><li>• Consumer engagement with brands in social media</li><li>• Cultural Nuances in Global Marketing Strategies</li><li>• Emotional Drivers in Impulse Purchases</li><li>• Ethical Consumption and Brand Positioning</li><li>• Leveraging Behavioral Economics in Pricing Strategies</li><li>• Narrative Advertising and Emotional Engagement</li></ul>
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	<ul style="list-style-type: none"> <li>• Predicting Customer Churn</li> <li>• The Psychology of Subscription-Based Purchasing</li> <li>• The Role of Nostalgia in Product Preferences</li> </ul>
<b>International Business/ Game Industry</b>	<ul style="list-style-type: none"> <li>• Inclusion and diversity in the game industry</li> <li>• Sustainability of games, game industry, emissions management and transitioning the industry towards zero emissions</li> <li>• Accessibility and inclusivity of games to diverse gamer groups in terms of age, disability, or gender.</li> <li>• The use and impact of gamification in business contexts</li> <li>• Worker exploitation through gamification</li> <li>• Stability of the gig economy e.g., Wolt, Uber etc.</li> </ul>
<b>International Business/ Strategy and Management</b>	<ul style="list-style-type: none"> <li>• Global Business Models</li> <li>• A comparison of Anglo-Saxon with European approaches to managing companies</li> <li>• A comparison of Asian with European approaches to managing companies</li> <li>• Whose interests should managers satisfy? Corporate governance as a framework</li> <li>• Is membership in an airline alliance indispensable?</li> <li>• Brexit and its effects on British businesses</li> <li>• How and why do firms use sourcing in their operations (i.e., outsourcing, reshoring etc.)?</li> <li>• How do small firms innovate to become competitive?</li> <li>• How can technologies (such as apps/social media/web-based solutions) help firms become competitive?</li> <li>• How does culture influence a firm's international operations?</li> <li>• What drives internationalization?</li> <li>• How are international projects managed?</li> <li>• Strategy and competition in the airline industry</li> <li>• The implications for virtual computing for air transport</li> <li>• Cooperation between business and nonprofit organizations – looking for win-win opportunities</li> </ul>
<b>International Business/ Logistics and Operations Management</b>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Managing the impact of Covid19 on the airline industry (a strategic and operational view)</li> <li>• A new strategy for a network airline</li> </ul>

<b>International Business/ Business Culture and Communication</b>	<ul style="list-style-type: none"> <li>• Organizational culture and new communication technologies</li> <li>• Communicating corporate social responsibility</li> <li>• Communication in organizational change</li> <li>• Corporate reputation and social media</li> <li>• The role of AI in workplace communication</li> <li>• Communication skills at work – impact on employee performance</li> <li>• Leadership communication in growth companies</li> </ul>
<b>International Business/ Accounting and Finance</b>	<ul style="list-style-type: none"> <li>• Portfolio Theory - Relationship between beta and company returns</li> <li>• Capital Structure and Cost of Capital - Relationship between debt and cost of capital</li> <li>• Composition of the board of directors - Which board related variables affect firm performance?</li> <li>• Agency variables and firm performance - Which agency related variables affect firm performance?</li> <li>• Corporate Cash Holdings - What is the relationship between cash holdings and stock market volatility?</li> <li>• Asset pricing - Is Gordon's Growth Model useful in predicting future share prices?</li> <li>• Bond markets - The relationship between bond yields and cost of equity</li> <li>• Corporate valuation and investment appraisal - Income based vs market-based valuations</li> <li>• Reaction of financial markets to significant events - Reaction of FTSE 100 to Covid related announcements</li> <li>• Investment appraisal - Sensitivity analysis and Monte Carlo simulation in investment appraisal.</li> <li>• Currency markets - Purchasing Power Parity and foreign currency markets</li>   <li>• Role of green financing in climate change mitigation</li> <li>• The use of Green bonds for climate and environmental projects</li> <li>• Compensation payments/schemes in the climate change mitigation</li>   <li>• Greenwashing and corporate financial outcomes</li> <li>• Green finance initiatives in the country the students are from? History, Recent development, Opportunities and challenges</li> <li>• Financial market reaction to geopolitical events (e.g. wars, sanctions)</li> <li>• How is environmental risk priced in financial markets?</li> <li>• AI and Fintech in sustainability</li>   <li>• FinTech in International Finance/Business</li> <li>• Forward Premium Puzzle</li> <li>• Emerging Markets in Portfolios</li> <li>• International Portfolios vs. Home Bias - which is better?</li> </ul>

	<ul style="list-style-type: none"> <li>• Portfolio Optimization in International Finance</li> <li>• Emerging Markets vs. Developed Markets: What are the differences.</li> </ul>
<b>International Business/ Human Resource Management, Leadership</b>	<ul style="list-style-type: none"> <li>• How do organisations engage different generations of employees to work together effectively?</li> <li>• How do cultural differences influence HRM policy and practice within (or between) firms (and their subsidiaries)?</li> <li>• Do Gen Y / Millennials vs 'Baby boomers' / Gen X have differing career expectations and why does this matter for organisations / for HRM?</li> <li>• 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?</li> <li>• How do space and place influence employees working lives?</li> <li>• How important is HRM/D in organisations tackling sustainability (or climate change) issues within an organisation?</li> <li>• Is mindfulness important for effective leadership?</li> <li>• How useful is AI to organizations/HRM?</li> <li>• Can HRM be 'green'?</li> <li>• To what extent are employees prioritising work-life balance over career progression?</li> <li>• To what extent do Gen Z / Millennials search for a sense of belonging with their employing organisation and/or professional group?</li> <li>• How can leaders learn to be effective leaders?</li> <li>• The meaning of leadership and leadership preferences in organisations</li> <li>• The nature of sustainable and green HRM</li> <li>• The implications of migration for organisations and management</li> <li>• Cross cultural differences in HRM</li> <li>• Graduate career choices and progression within organisations</li> <li>• Managing a multi-generational workforce</li> <li>• The implications of AI for HRM</li> <li>• The implications of virtual computing for HR Training and Development</li> <li>• How do managers become the leaders they are? The story and analysis of selected biographies.</li> </ul>
<b>International Business/ Economics</b>	<ul style="list-style-type: none"> <li>• Using diffusion models to forecast online streaming services</li> <li>• Forecasting Photovoltaic technologies in business</li> </ul>

	<ul style="list-style-type: none"> <li>• Immigration and its impact on labor shortages</li> <li>• War and its impact on small business</li> <li>• How have supply chain disruptions impacted business' decisions regarding inventory management? Local vs. international sourcing of materials, etc.</li> <li>• Sustainable production and consumption – review of business models for circular economy.</li> <li>• How efficiently do municipalities provide their services? A Data Envelopment Analysis (DEA) study of Finnish municipal spending.</li> <li>• Cultural attractions and tourism – a regional analysis of tourist destinations in Finland.</li> <li>• Factors affecting economic productivity growth – a comparative country-level analysis.</li> <li>• The Ukrainian refugee migration crisis and its economic impact in Europe.</li> <li>• Analysis of the key causes and determinants of refugee- and other international migration movements.</li> <li>• The effects of increasing international migration, especially the recent refugee migration, on the European labour markets.</li> <li>• Globalization's turn to 'Slowbalization' after Global Financial Crisis – a historical overview of trade openness and globalisation eras.</li> <li>• Factors affecting international trade in services (outsourcing) and implications for European jobs.</li> </ul>
<b>International Business/ Innovation, Entrepreneurship and SMEs</b>	<ul style="list-style-type: none"> <li>• Barriers for digitalization in SME's</li> <li>• Digital Business Models and solutions for SME's (case AI or IoT)</li> <li>• Digital leadership in SMEs</li> <li>• Circular Economy and digitalization</li> <li>• Blue economy ecosystems and platforms in Europe</li> <li>• How to build a resilient business model?</li> <li>• A case study of organizational change (student can suggest company/organization)</li> <li>• Are management consultants worth their fees?</li> <li>• How and why individuals become entrepreneurs</li> <li>• Why do some start-ups fail while others thrive?</li> <li>• How do sustainability issues influence firm operations?</li> <li>• How do entrepreneurs navigate the global business landscape?</li> <li>• The potential of regenerative entrepreneurship</li> <li>• Public finance alternatives in Finland for climate change / carbon neutrality</li> </ul>

	<ul style="list-style-type: none"> <li>• Determinants of small firm growth</li> <li>• Explaining the variation of economic returns from innovation in small high tech firms</li> <li>• From linear business model to circular business model</li> <li>• Antecedents of entrepreneur's growth orientation</li> </ul>
<b>International Business/ Energy Markets</b>	<ul style="list-style-type: none"> <li>• Prosumerism in the transition to renewable energy system</li> <li>• Creating a profitable value network in a renewable energy concept/concepts (business model, investment process or operating concept)</li> <li>• Green transition in the energy system</li> <li>• Consumers' opportunities to manage energy price peaks</li> <li>• The impact of the electric car charging market on the development of the electric car market</li> <li>• The impact of the electricity market on the development of solar panel investments</li> <li>• The effect of electricity price fluctuations on consumers' consumption habits</li> <li>• Consumers' opportunities to improve their security of energy supply</li> <li>• The effect of energy prices on consumers' choice of car drive power</li> <li>• Profitability of the photovoltaic system in South Savo</li> <li>• Electricity storage possibilities in a small property</li> <li>• Effects of the price of energy on the choice of heating systems in small properties</li> <li>• The development of the firewood market in Finland</li> <li>• Competitiveness of spot electricity compared to other electricity contracts for the consumer</li> </ul>
<b>International Business/ Food Business</b>	<ul style="list-style-type: none"> <li>• Transitions to healthy food diets</li> <li>• Comparisons of (local) food distribution channels/business models (current use, profitability, sustainability, digitized solutions)</li> <li>• Novel food systems towards 2035-2050</li> <li>• Urban food production and business models</li> </ul>