



LEUPHANA

UNIVERSITÄT LÜNEBURG

**INTERNATIONAL BUSINESS
ADMINISTRATION &
ENTREPRENEURSHIP**

**POTENTIAL SUPERVISORS OF
FINAL THESES
(AS OF FEBRUARY 2021)**

NOTES

The following list provides an overview of lecturers at the Leuphana University of Lüneburg who are particularly prone to supervising topics within the realms of International Business Administration & Entrepreneurship (IBAE). However, all lecturers at the Faculty of Business and Economics who are situated in the area of business administration are potential supervisors of your final thesis.

It is also possible to be supervised by lecturers from other universities if they teach in the area of IBAE, and practitioners may serve as second supervisors under certain conditions. The general assessment regulations (RPO) as well as the [Student Counselling Service](#) of the Leuphana College provide directions in this regard.

For additional questions on final theses that relate to the IBAE major, please refer to the [FAQ](#). Please note that this list is ordered alphabetically by lecturer.

Lecturer	Focus Areas	Approach	Add. Information
Prof. Dr. Sigrid Bekmeier-Feuerhahn	<p><i>Communication and Cultural Management</i></p> <ul style="list-style-type: none"> • Corporate communication and consumer behavior, esp. CSR communication • Change communication • Web 2.0 communication / social media • Recommendation behavior • Entrepreneurial communication • Sustainable consumer behavior • Customer experience research 	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Mainly qualitative research designs 	Here
Dr. Blagoy Blagoev	<p><i>Strategic Management</i></p> <ul style="list-style-type: none"> • New forms of organizing (Agile, holacracy, coworking, etc.) • Integration of corporate and sustainability strategies <p>Digitalization and organizational memory</p>	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Qualitative methods (e.g., ethnography, interview-based, discourse analysis, historical) 	
Prof. Dr. Boukje Cnossen	<p><i>Cultural Entrepreneurship</i></p> <ul style="list-style-type: none"> • Fluid organizations (creative hubs, artists' collective, etc.) • Cultural and creative industries • Space • Entrepreneurship as practice • Communication constitutes organization (CCO) 	<ul style="list-style-type: none"> • Mainly qualitative methods 	
Prof. Dr. Paul Drews	<p><i>Digital Transformation and Information Management</i></p> <ul style="list-style-type: none"> • The digital transformation of organizations and companies • The development, diffusion and adoption of IT innovations 	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Qualitative research designs (e.g., interviews or document analyses) 	

	<ul style="list-style-type: none"> • IT innovation management • Digital entrepreneurship • The role of the IT function • Enterprise architecture and business ecosystem architecture • Strategic IT and information management • The scaled use of agile methods and data-driven business models 	<ul style="list-style-type: none"> • Design science / action research 	
<u>Prof. Dr. Michael Gielnik</u>	<p><i>HR Development</i></p> <ul style="list-style-type: none"> • Entrepreneurship and entrepreneurship training, in particular psychological success factors in entrepreneurship (e.g., self- and action regulation, motivation and passion, error orientation/management) • Transfer of training: boosting and maintaining training outcomes from a psychological perspective • Dynamic self-regulatory processes of work engagement and motivation (how oscillations/fluctuations in psychological states influence work engagement and motivation) 	<ul style="list-style-type: none"> • Quantitative methods • Longitudinal studies/ repeated measurement waves (e.g., daily, weekly) • Experiments/ randomized controlled trials • Quantitative meta-analysis 	
<u>Prof. Dr. Monika Imschloß</u>	<p><i>Marketing</i></p> <ul style="list-style-type: none"> • Consumer behavior in retail contexts • Multi-sensory marketing • Marketing aspects of digitalization and sustainability 	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Mainly quantitative research designs 	
<u>Prof. Dr. David Loschelder</u>	<p><i>Business and Social Psychology</i></p> <ul style="list-style-type: none"> • Human experience and behavior in pricing decisions, negotiations, and conflict • Success and failure in self-control • The effects of entry bids and anchor effects • The influence of precise versus round numbers • Procedural framing 	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Mainly quantitative research designs 	

	<ul style="list-style-type: none"> • Ego depletion • Training of self-control and digital skills • Social identity processes • Smartphone use • The interplay of posture and power • Psycho-physiological measures • Meta-analyses 		
<u>Prof. Dr. Rainer Lueg</u>	<i>Managerial Accounting</i> <ul style="list-style-type: none"> • Advanced econometrics, and structural equation modelling • Computer-aided text analysis Diffusion theory, institutional theory, and upper echelons theory	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Mainly quantitative research designs • Structured literature reviews and bibliometrics 	
<u>Prof. Dr. Markus Reihlen</u>	<i>Strategic Management</i> <ul style="list-style-type: none"> • Strategy • Organization • Entrepreneurship • Professional service firms • International strategic management Digital transformation	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Qualitative research designs • Qualitative meta-analyses 	<u>Here</u>
<u>Prof. Dr. Judith Schneider</u>	Finance <ul style="list-style-type: none"> • Quantitative risk management • Behavioral asset pricing Experimental finance	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Mainly quantitative research designs 	
<u>Prof. Dr. Dennis Schoeneborn (visiting professor)</u>	<i>Organization and Management</i> <ul style="list-style-type: none"> • Organizational communication • Communicative constitution of organizations (CCO) • Digital media and communication • Corporate social responsibility (CSR) New forms of organizing	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Qualitative research designs (e.g., interviews, document analyses, ethnographies, historical approaches) 	
<u>Prof. Dr. Hannah Trittin-Ulbrich</u>	<i>Business Ethics</i> <ul style="list-style-type: none"> • Corporate digital responsibility • Corporate social responsibility • Corporate social responsibility and communication • Digital ethics • Diversity management • Female/social entrepreneurship 	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Qualitative research designs (e.g., interviews or document analyses) 	<u>Here</u>

	<ul style="list-style-type: none"> • Responsible management <p>Sustainability and management</p>		
<u>Prof. Dr. Patrick Velte</u>	<p><i>Accounting, Auditing, and Corporate Governance</i></p> <ul style="list-style-type: none"> • Financial accounting • Non-financial accounting • Tax accounting • Audit <p>Sustainable corporate governance</p>	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Structural literature reviews, meta-analyses • Qualitative research designs (e.g., content analyses) • Quantitative research designs (e.g., archival) 	<u>Here</u>
<u>Prof. Dr. Laura Venz</u>	<p><i>Work and Organizational Psychology</i></p> <ul style="list-style-type: none"> • Social relationships and interpersonal behaviors at work • Digitized communication in relationship with work stress and recovery 	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Mainly quantitative research designs 	
<u>Prof. Dr. Ursula Weisenfeld</u>	<p><i>Innovation management</i></p> <ul style="list-style-type: none"> • Strategic technology management • Innovation and sustainability • Management of change <p>Digital transformation</p>	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Qualitative research designs 	<u>Here</u>
<u>Prof. Dr. Matthias Wenzel</u>	<p><i>Organization Studies</i></p> <p>Theories and phenomena within and at the intersection of organization, strategy, and entrepreneurship, such as:</p> <ul style="list-style-type: none"> • Strategy as process and practice • Open strategy • New forms of organizing • Organizational routines • Organizational communication • Time and temporality 	<ul style="list-style-type: none"> • Theory-driven/ conceptual • Mainly qualitative research designs (e.g., case studies, discourse analyses, video analyses, use of online data) 	<u>Here</u>