

## Theme for MBA FM Thesis

**1. Title: A comparison of value concepts between marketing and finance.**

Content: The concept of value is applied in finance as well as in marketing. The objective is to measure and manage the value of assets (physical and intangible like brands). The objective of the thesis is to list, discuss and compare various valuation techniques and to identify links between finance and marketing valuation approaches.

The topic addresses to students who are interested in the marketing - finance relationship and who would like to do a literature based research.

Support is given. The topic may be modified or adapted to meet students' interest also.

**2. Title: The relevance of SMEs for (developing) countries**

Content: It looks like that SMEs to have a substantial relevance for countries. The research project asks for indicators to describe and explain this relevance for the consumer, labour, financial market. What consequences can be derived on a macro- and microeconomic level?

The topic addresses to students who are interested in a research topic of macro- and microeconomic content.

**3. Title: Free International Business Zones: Definition, Experiences and Opportunities for SMEs.**

Content: Free International Business Zones are means by governments to attract international business by offering attractive conditions. Based on historical findings the paper shall analyse the relevance and managerial consequences for SMEs.

**4. Title: Customer Base Financial Indicators**

Content: Customers can be perceived as an important source of future income for a corporation. From that the fluctuation of customers (increase, stability or decrease of customers), their purchase behaviour (increase or decrease of spending patterns, cross selling etc.) is important to know for a corporation to develop marketing programs The thesis is expected to present a literature review of existing concepts and to develop own indicators based on a real customer data base.

The topic addresses to students who are interested in the marketing – finance relationship and who are willing to do some empirical research including using a statistical software package.

Support is given. The topic may be modified or adapted to meet students' interest also.

**5. Title: Export and Import Financing Techniques.**

Content: Exporting and importing is related to specific conditions and risks. The research paper shall identify these specific risks and list the relevant techniques to manage them. A focus on SMEs is expected.

**6. Title: Economic Stability of SMEs in economic crises situations: Indicators, history and a critical discussion.**

Content: The research topic is about how SMEs (may be in comparison to large corporations) managed the crisis. The research paper shall identify relevant indicators to describe the survival strategy and success of SMEs. If possible the research can be done by the analysis of secondary statistical data or an empirical research approach. Support will be given to access SMEs.

The topic addresses to students who are interested in an empirical research project.

**7. Title: Indicators of economic vulnerability of countries and managerial consequences for companies.**

Content: The financial and economic crises of 2008 and 2009 have demonstrated that not all countries were affected in equal way. Companies were affected by the crisis through cancellations or delay of contracts, late payments etc. The research paper shall identify relevant (early warning) indicators of relevance for companies and the possible managerial consequences. The research topic may be seen as part of the risk controlling and management process in a company.

The topic addresses to students who are interested in a research topic of macro- and microeconomic content.

**8. Title: Brand focused business valuation.**

Content: The focus of this thesis is on brand valuation techniques from a company outside investor perspective. In a company or brand acquisition situation the future value of a business has to be estimated to find a price. Literature review on various approaches and discussion.

**9. Title: The value of acquisition strategies.**

Content: Companies use various strategies to acquire new customers like advertising, direct mail, customers produce customer programs and the like. All strategies have different consequences concerning acquisition costs, revenues and pay back durations. After reviewing literature for already existing research on that topic an analysis will be done with a real data base.

The topic addresses to students who are interested in the marketing - finance relationship and who are open for an empirical research topic using statistical software.

Support is given. The topic may be modified or adapted to meet students' interest also.

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