



**Institute of
Strategic Management**

**Univ.-Prof. Dr.
Waldemar Kremser**
Head of the Institute

Institute of Strategic
Management

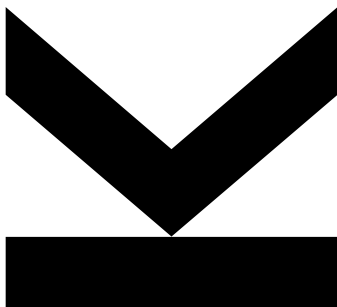
Office:
Silke Desl
Barbara Hammer

T +43 732 2468 7961

ism@jku.at

jku.at/ism

GUIDELINES FOR MASTER'S THESES MANAGEMENT



Institute of Strategic Management

March 2023

**JOHANNES KEPLER
UNIVERSITY LINZ**

Altenberger Str. 69
4040 Linz, Austria
jku.at
DVR 0093696

Requirements for acceptance

To be eligible for acceptance, students must be enrolled in the Master's Program in "Management" with a competence area in "Strategic and International Management in a Digital World." Completion of the following seminars is also required:

- SE Business Models and the Impact of Digitalization and Circular Economy
- SE Global Strategic Management
- SE Strategic Management in Dynamic and Complex Environments
- SE Qualitative Research Methods
- SE Quantitative Research Methods

Thesis Topic Options

Students have the option to choose their own thesis topic with a focus on "Strategic Management," either through a theoretical work (desk research) or an empirical work (based on theoretical foundations). Alternatively, the Institute of Strategic Management (ISM) may also propose topics related to its research interests, which can be viewed on their website (jku.at/ism).

Application Process

The thesis concept (see below) must be submitted electronically to the Institute of Strategic Management (ism@jku.at) together with the necessary proof of academic success (see above). The deadlines for handing in applications can be found on our website.

The quality of the one-page proposal will serve as the main criteria for acceptance. The ISM provides guidelines for academic writing to support students in their scientific writing efforts (jku.at/ism).

Thesis Concept

A thesis concept must first be developed and should have the following structure:

Cover Sheet:

- Personal information: name, matriculation number, field code, email, telephone
- Research project title: self-explanatory and reflects the intended societal or academic impact

One-Page Proposal:

The one-page proposal should consist of three paragraphs, each serving a specific purpose:

- 1st Paragraph (Context): This section introduces the reader to the broader topic area and literature, addressing the following questions:
 - Why? Explain the relevance of the topic area
 - What do we know already? Discuss the current lines of discussion and important results
- 2nd Paragraph (Problem): This paragraph focuses on the puzzle within the topic area, addressing the following questions:
 - What are we missing? Discuss the gap to be filled or the puzzle to be solved
 - Why bother? Discuss the groups who will benefit from a better understanding of the issue
- 3rd Paragraph (Solution): This paragraph provides preliminary indications on the approach to exploring the problem, addressing the following questions:
 - Study design: literature study or empirical research, explorative or hypothesis-testing
 - Methods: the methods to collect and analyze data or review literature
 - Time: the average weekly hours available until the end of the semester

References

A comprehensive literature review is essential for a successful Master's thesis. A minimum of 10 scientific literature sources (journals) is required for the development of the one-page proposal. The search for topic-related articles from top-ranked journals (A+, A, B) is mandatory (refer to the ISM's "Guidelines for Academic Writing," jku.at/ism). [APA 7th edition citation guidelines](#) have to be used for references and quotes.

Thesis Writing

The ISM's "Guidelines for Academic Writing" outline the requirements for writing a scientifically sound Master's thesis (jku.at/ism). Adherence to these guidelines is a non-negotiable requirement for successful completion of the thesis. The timeframe for writing the thesis is 6 months after the theme has been accepted by the ISM.