



**Institute of  
Strategic Management**

**Assoz. Univ.-Prof.<sup>in</sup>  
Dr.<sup>in</sup> Regina Gatringer**  
Head of the Institute

Institute of Strategic  
Management

T +43 732 2468 7968  
[www.jku.at/ism](http://www.jku.at/ism)

Office:  
**Mag. Manuela Sofia Breuer**  
DW 7968  
[manuela.breuer@jku.at](mailto:manuela.breuer@jku.at)

# **GUIDELINES FOR MASTER'S THESES MANAGEMENT**



Institute of Strategic Management  
March 2020

**JOHANNES KEPLER  
UNIVERSITY LINZ**  
Altenberger Str. 69  
4040 Linz, Austria  
[www.jku.at](http://www.jku.at)  
DVR 0093696

## 1. Requirements for acceptance

Students must be enrolled in the Master's Program "Management" – **Competence Area "Strategic and International Management in a Digital World"**.

The completion of the following seminars is required for acceptance:

- 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

## 2. Master's Thesis Theme

### ■ Proposal of the student

The focus of the theme has to be in the area of "Strategic Management". The theme can be chosen individually by the student.

The thesis can either be a **theoretical work** (desk research) or an **empirical work** (based on theoretical foundations).

### ■ Proposal of the Institute of Strategic Management

The Institute also proposes themes related to its research interests. See the homepage ([www.jku.at/ism](http://www.jku.at/ism)).

## 3. Application

A **concept** of the Master's Thesis together with an application is to be submitted to the Institute of Strategic Management in electronic format ([manuela.breuer@jku.at](mailto:manuela.breuer@jku.at)). Details are available on the homepage.

An excellent concept is the main criteria for the acceptance of the application. Support is provided by the Institute's "**Guidelines for Academic Writing**" ([www.jku.at/ism](http://www.jku.at/ism)).

## 4. Master's Thesis Concept

At first a concept (minimum 5 pages) has to be developed.

Structure and minimum content:

### ■ Personal Data

Cover sheet: Name, Matr. No., SKZ (field code), e-mail, Telephone

### ■ Suggested Theme

■ **Problem statement**

Concretization of the theme, description of the problem / background of the work. This is an introduction to the topic.

■ **Objective(s) of the thesis**

The specification of the theme is realized by the formulation of one (or a few) objective(s) of the work. The formulation of the objective(s) is a crucial precondition for an effective and systematic work on the thesis. The thesis may be either a theoretical or an empirical work. For an empirical work the planned research design has to be outlined.

■ **Structure of the thesis**

The basic structure of the thesis informs about the contents and the logic of the overall design. The headlines of chapters (sub-chapters) have to be formulated clearly and precisely. The structure must be consistent and plausible.

■ **Literature research / list of references**

A profound and encompassing literature research is essential for a master's thesis. For the development of the concept a minimum of 10 scientific literature sources (books, scientific journals) is required. As part of the literature review the search of topic related scientific articles in recent journals (last 5 years) is mandatory.

Top ranked journals (A+, A, B) should be preferred (see: <https://vhbonline.org/en/vhb4you/vhb-jourqual/vhb-jourqual-3/tables-for-download>).

## 5. Master's Thesis

The details for writing the master's thesis as a scientific work are formulated in the "Guidelines for Academic Writing" of the Institute of Strategic Management ([www.jku.at/ism](http://www.jku.at/ism)). To comply with these guidelines is a non-negotiable requirement for a successful completion of the thesis.

The timeframe for writing the thesis formally is 6 months after the acceptance of the theme by the Institute of Strategic Management.