



OTTO VON GUERICKE
UNIVERSITÄT
MAGDEBURG

WW

FACULTY OF ECONOMICS
AND MANAGEMENT

Bachelor Thesis Topics WT 2016/2017
Chair of International Management
Prof. Dr. Susanne Enke

Our proposals for bachelor thesis topics:

A) Literature Review:

1. Understanding the role of employees' chronological and subjective age in the workplace
2. The role of leadership for employees' health and performance
3. How to attract applicants: An international comparison
4. Intellectual capital as an antecedent of the development of born global firms
5. Antecedents of power in teams: A cross-cultural comparison
6. Leading personalities: Antecedents to become a CEO

B) Case Study Analysis:

1. Investigating born global firms from emerging markets: A case study approach