

Previously Supervised Theses (Selection)

The following selection of previously supervised theses is intended to provide guidance and offer insights into typical research areas and methodological approaches at the Chair of Entrepreneurial Behavior. The theses are grouped by topic and illustrate the range of subjects that may be pursued. Please note that theses can only be supervised if they are related to the chair's research areas.

Corporate Entrepreneurship & Venture Building

- Ressourcen im Kontext von Corporate Venturing: Ein systematischer Literaturüberblick
- Resources in the Context of Corporate Venturing: A Systematic Literature Review
- Entrepreneurial Teams in the Context of Venture Building: A Multiple Case Study Analysis
- The Emergence of Entrepreneurial Opportunities in the E-Mobility Sector: A Qualitative Single Case Study Applying the Discovery, Creation and Recognition Perspectives Using the Example of Bayreuther eLadeinfrastruktur GmbH
- The Current State of Corporate Venture Builders
- The Emergence and Development of a New Venture Team in the Context of Corporate Venture Building – A Single Case Study
- University Based Venture Building: A Single Case Study

Innovation, Markets & Business Models

- Venture Capital Across the Atlantic: A Comparative Case Study of the European and American Markets
- I AM THE BRAND: How Social Presence and Consumer Engagement Shape Brand Building and Success on Social Media
- More Than Money? A Multiple Case Study of Corporate Venturing in the Food Industry: Insights from Practice at the Intersection of Strategy, Innovation and Culture
- Sky Is the Limit: Scaling in the Digital Sports Business
- Entrepreneurial Learning in Teams: A Systematic Literature Review and Theoretical Implications
- The German Brewing Industry in Crisis? A Qualitative Study of Current Challenges and Opportunities in Craft Brewing
- The (Non-)Use of Mindfulness Practices in Start-ups
- Business Model Innovation at Bayer AG: Evaluating the Integration of Cara Care
- The Impact of Novel Food Regulations on Innovation and Market Entry in the Alternative Protein Startups

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Social Entrepreneurship, Values & Crises

- Causes of Mission Drift in Social Entrepreneurship: A Literature Review
- Entrepreneurial Behaviour as a Response to Crisis Situations - A Systematic Literature Review
- Overcoming Personal Trauma Through Prosocial Entrepreneurship: A Qualitative Study
- Entrepreneurship as a Coping Strategy: A Qualitative Secondary Analysis of Public Founder Narratives Using the Gioia Methodology
- How Do Social Entrepreneurs Navigate the Tension Between Values-Based Motivation and Economic Objectives?
- Understanding Hiring Decisions in Social Startups – A Qualitative Study
- Exploring the Hiring Criteria of Social Startups – A Conjoint Analysis

Psychology, Behaviour & Decision-Making in Entrepreneurship

- Failure in Entrepreneurship: A Systematic Literature Review
- The role of personality traits and psychological resources in shaping entrepreneur's mental well-being – A Systematic Literature Review
- The Role of Coping Strategies in Entrepreneurship: A Systematic Literature Review
- Regulatory Focus in Entrepreneurship: A Literature-Based Analysis of Personality, Motivation and Decision-Making Processes
- How Posttraumatic Growth is related to Social Entrepreneurial Intention: The Role of Human Values
- Impact of Traumatic Experiences on Social Entrepreneurs' Journey, Mission Drift, and long-term Well-being