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## Topics

🔊 Listen

Possible theses' subject areas result from our research and teaching contents. Students are welcome to suggest ideas regarding the thematic definition of their theses, as long as these correlate with the our research and teaching.

You may choose a topic from the following lists:

1. Conceptual and empirical analysis of:

- › Joint ventures
- › Franchising
- › Value creation architectures
- › Platform markets
- › Dynamic networks

2. Industry analyses (market structures, case studies, potentials, developments, effects), e.g.:

- › Automobile Industry (incl. new mobility concepts such as e-mobility and carsharing)
- › Fashion
- › old vs. new technologies

3. Family Businesses

- › Competitive Advantages
- › Succession
- › Internationalisation

Contact: [Prof. Dr. Susanne Royer](#); [Grit Müller](#); [Maike Simon](#)

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Europa-Universität Flensburg  
Auf dem Campus 1  
24943 Flensburg  
Germany



Phone: +49 461 805 02  
Fax: +49 461 805 2144  
Internet: [www.uni-flensburg.de](http://www.uni-flensburg.de)