040403-1 SE Bachelorseminar (inkl. Bachelorarbeit) | 2026SS

Chair of International Business: https://international-business.univie.ac.at/

Information about the course:

Course Details

8.00 ECTS (2.00 SWS) | compulsory attendance | continuous assessment | course format: on site | SPL 4 - Wirtschaftswissenschaften | Language: English

Course# 040403-1| Start: Wednesday, March 4th, 09:45

Course# 040403-2| Start: Thursday, March 5th, 09:45

Course Instructor: Univ.-Prof. Katharine Gundolf, PhD
Contact: katharine.gundolf@univie.ac.at

Office hours for students: by appointment only

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Objectives & Content

This course is designed to provide students with the opportunity to learn and apply scientific working methods in preparation for their Bachelor's thesis. Students are guided step by step through the process of developing and structuring their academic work. They will have to write a (pre-)scientific article.

The course addresses fundamental questions such as the nature of scientific work, how to identify and access scientific literature, and how to formulate a research question. It further explores the types of research questions, their connection to research methods, and the main categories of research methods. In addition, students learn how to structure their Bachelor's thesis, present their results appropriately, and discuss their findings.

The course follows a hands-on approach, encouraging students to engage with these topics independently while receiving structured guidance. The goal is to support students in successfully preparing and completing their Bachelor's thesis.

Course Policies

The course has “prüfungsimmanenten Charakter”. Attendance is compulsory throughout the semester. Absence from two course units is possible. A course unit is a 90-minute session. Further absences will automatically result in a “fail” grade. Attendance is compulsory during assessment (e.g. presentations etc.).

Both the course and the assessment are held in English. During the course active participation is required during all lessons.

Students wishing to take this course must register via u:find/u:space (without points) during the registration period. The maximum number of participants is 24.

Registered students who, for whatever reason, are not able to take the course must de-register electronically by the 14th March 2026. Students who decide to drop the course after this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session on March 4th 2026 (Introduction). As failure to do so will result in their exclusion from the course.

Course Structure

Please see the course schedule on u:find.

Please plan accordingly, all other information is in Moodle.

Assessment

The evaluation is structured as follows:

- 2 Class presentations (50% of total grade)
- Pre-scientific paper (50% of total grade)

A minimum of 50 per cent of the points needs to be attained overall to pass the course. The grading system is as follows:

88% - 100% | 1

75% - 87% | 2

63% - 74% | 3

50% - 62% | 4

Dates & Content

Session	Agenda
1	Introduction
2	What is scientific?
3	Literature review – research topic
4	Literature review – research gap – research question
5	*Presentations*
6	*Presentations*
7	Research question - methodology
8	Methodology
9	*Presentations*
10	*Presentations*
11	Results
12	Discussion

Registration/De-Registration

https://ufind.univie.ac.at/

Literature

General Readings:

- Biggam, J. (2012): *"Succeeding with your Master's Dissertation. A step-by-step handbook*", Open University Press.
- Creswell, J. W. (2009): *"Research Design: Qualitative, Quantitative and Mixed Methods Approaches",* 3rd Edition, Sage
- Denscombe, M. (2012): *"Research proposals: a practical guide",* Open University Press
- Easterby – Smith et al. (2018): *"Management and Business Research",* Sage Publications, 6th Edition.
- Easterby-Smith, M., Thorpe, R. and Jackson, P.R. (2008): *"Management Research"* 3rd edition, London: Sage
- Robson, C (2002): *"Real World Research",* 2nd Edition, Blackwell
- Wallwork A. (2011): *"English for writing research papers",* Springer.

The following papers provide further readings in specialist areas:

Literature Review

- Hart, C (1998): *"Doing a literature review: releasing the social science research imagination",* London: Sage Publications
- Jankowicz, A.D. (2000): *"Business Research Methods",* Oxford: Oxford University Press
- Thietart R.A. et al. (2001): *"Doing management research: a comprehensive guide",* London. Sage Publications
- Wallace, M and Wray, A (2006): *"Critical reading and writing for postgraduates",* Sage.

Qualitative Research

- Birkinshaw, J., Brannen, M. Y., and Tung, R. L. (2011): "From a distance and generalizable to up close and grounded: Reclaiming a place for qualitative methods in international business research", *Journal of International Business Studies*, 42(5): pp. 573-581.
- Patton, M.Q. (2002), *Qualitative Research and Evaluation Methods,* 3rd Edition, Thousand Oaks, London: Sage.
- Sutton, R.I. (1997): "The virtues of closet qualitative research", *Organization Science*, 8: pp. 97-106.
- Welch, C., Plakoyiannaki, E., Piekkari, R., and Paavilainen-Mäntymäki, E. (2013): "Legitimizing diverse uses for qualitative research: A rhetorical analysis of two management journals", *International Journal of Management Reviews*, 15(2): pp. 245-264. https://doi.org/10.1111/ijmr.12001.

Case study Research

- Dyer, W.G. and. Wilkins, A.L (1991): "Better stories, not better constructs, to generate better theory: A rejoinder to Eisenhardt", *Academy of Management Review*, 16 (3): pp. 613-619.
- Eisenhardt, K.M. (1989): "Building theories from case study research", *Academy of Management Review*, 14 (4): pp. 532-550.
- Fletcher, M. and Plakoyiannaki, E.: "Case study selection in international business: key issues and common misconceptions", forthcoming in *Piekkari, R. and C. Welch (eds), Case Study Research for International Business*, Edward Elgar.
- Fletcher, M., Zhao, Y., Plakoyiannaki, E., and Buck, T. (2018): "Three pathways to case selection in international business: A twenty-year review, analysis and synthesis", *International Business Review*, Vol. 27, No 4, pp. 755-766.
- Ji, J., Plakoyiannaki, E., Dimitratos P., and Chen, S. (2019): "The qualitative case study research in international entrepreneurship: A state of the art and analysis", *International Marketing Review*, 36(1), pp. 164-187. https://doi.org/10.1108/IMR-02-2017-0052.
- Leppäaho, T., Plakoyiannaki, E., and Dimitratos, P. (2016): "The case study in family business: An analysis of current research practices and recommendations", *Family Business Review*, Vol. 29, No. 2, pp. 159-173. https://doi.org/10.1177/0894486515614157.
- Poulis K., Poulis, E., and Plakoyiannaki, E. (2013): "The role of context in case selection: an International Business perspective", *International Business Review*, 22 (1), 304-314. https://doi.org/10.1016/j.ibusrev.2012.04003.
- Plakoyiannaki, E. and Budhwar, P. (2021): "From convention to alternatives rethinking qualitative research in management scholarship", *British Journal of Management*, 32(1): pp. 3-6. https://doi.org/10.1111/1467-8551.12464.
- Plakoyiannaki, E., Wei, T., Prashantham, S. (2019): "Rethinking qualitative scholarship in emerging markets: Researching, theorizing, and reporting", *Management and Organization Review,* 15(2): pp. 217-234. https://doi.org/10.1017/mor.2019.27.
- Stake, R.E. (1995). *The art of case study research*. Thousand Oaks: Sage.
- Piekkari, R., Plakoyiannaki, E. & Welch, C. (2010): "Good' case research in industrial marketing: Insights from research practice", *Industrial Marketing Management*, 39: pp. 109-117. https://doi.org/10.1016/j.indmarman.2008.04.017.
- Welch, C., Piekkari, R., Paavilainen-Mäntymäki, E. and Plakoyiannaki, E. (2022): "Reconciling theory and context: How the case study can set a new agenda for IB Research", *Journal of International Business Studies*, 53(1), pp. 1-23. https://doi.org/10/1057/s41267-021-00484-5.
- Welch, C. Piekkari, R., Plakoyiannaki E. and Paavilainen-Mantymaki, E. (2011): "Theorising from case studies: Towards a pluralist future for International Business research", *Journal of International Business Studies*, 42 (6), 740-762. https://doi.org/10.1057/jibs.2010.55.
- Yin, R. (2018): "Case Study Research and Applications: Design and Methods", Sage Publications: Thousand Oaks, USA.

Qualitative Interviews

- Alvesson, M. (1993): "Beyond neopositivists, romantics and localists: A reflexive approach to interviews in organizational research", *Academy of Management Review*, 23(1): pp. 13-33.

- Boje, D. M. (2001): "*Narrative Methods for Organizational & Communication Research"*. Sage Publications Ltd: London.
- Huber, G. P. and Power, D. J. (1985): "Retrospective reports of strategic-level managers: guidelines for increasing their accuracy", *Strategic Management Journal*, 6: pp. 171–80.
- Kumar, N., Stern, N. and Anderson, J (1993): "Conducting interorganizational research using key informants", *Academy of Management Journal*, 36(6): pp. 1633-1651.
- Kvale, S. (1996). *InterViews: An Introduction to Qualitative Interviewing*, Thousand Oaks, Sage.
- Stoian, M.C., Dimitratos, P., and Plakoyiannaki, E. (2018): "SME internationalization beyond exporting: A knowledge-based perspective across managers and advisers", *Journal of World Business*, 53(5): pp. 786-779. https://doi.org/10.1016/j.jwb.2018.06.001.
- Welch, C., Marschan-Piekkari, R., Penttinen, H. and Tahvanainen, M. (2002): "Corporate elites as informants in qualitative international business research", *International Business Review*, 11(5): pp. 611-628.

Observation

- Spradley, J. (2016): *"Participant Observation"*, Waveland Pr Inc; Reissue edition.
- Kathleen M. DeWalt (2010): *"Participant Observation: A Guide for Fieldworkers"*, AltaMira Press; Second Edition edition.

Archival Data

- Welch, C. (2000): "The archaeology of business networks: The use of archival records in case study research", *Journal of Strategic Marketing*, 8: pp. 197-208.

Qualitative Data Analysis

- Dubois, A. and Gadde, L-E. (2002): "Systematic Combining: An Abductive approach to case research", *Journal of Business Research*, 55, pp. 553-560.
- Gioia, D., Corley K. G. and Hamilton, A. (2013): "Seeking Qualitative Rigor in Inductive Research", *Organizational Research Methods*, 16 (1), pp. 15-31.
- Sinkovics, R.R., Elfriede, P. and Ghauri, P. (2005): "Analysing textual data in international marketing research", *Qualitative Research and International Journal*, 8 (1): pp. 9-38.
- Spiggle, S. (1994): "Analysis and interpretation of qualitative data in consumer research", *Journal of Consumer Research*, 2: pp. 491-503.

Quantitative Research

- Eden, L., Nielsen, B.B., and Verbeke, A. (2020): *"Research Methods in International Business"*, Palgrave Macmillan. https://doi.org/10.1007/978-3-030-22113-3.
- Richter, N.F., Sinkovics, R.R., Ringle, C.M. and Schlägel, C. (2016): "A critical look at the use of SEM in international business research", *International Marketing Review*, 33(3): pp. 376-404.
- Goldammer, P., Annen, H., Stöckli, P.L., and Jonas, K. (2020): "Careless responding in questionnaire measures: Detection, impact, and remedies", *The Leadership Quarterly*, 31(4), 101384.

Designing Experimental Studies

- Zellmer-Bruhn, M., Caligiuri, P., and Thomas, D. (2016): "From the Editors: Experimental designs in international business research", *Journal of International Business Studies*, 47: pp. 399-407.
- Diamantopoulos, A., Sarstedt, M., Fuchs, C. et al. (2012): "Guidelines for choosing between multi-item and single-item scales for construct measurement: a predictive validity perspective", *Journal of the Academy of Marketing Science*, 40: pp. 434-449.

Measurements

- Koschate-Fischer, N. and Schandelmeier, S. (2014): "A guideline for designing experimental studies in marketing research and a critical discussion of selected problem areas", *Journal of Business Economics*, 84: pp. 793-826.
- Baumgartner, H. and Weijters, B. (2019): "Measurement in Marketing", *Foundations and Trends ® in Marketing*, 12(4): pp. 278-400.
- Ping, R. (2004): "On Assuring Valid Measures for Theoretical Models Using Survey Data", *Journal of Business Research*, 57: pp. 125-141.
- Fried, E.I. and Flake, J.K. (2020): "Measurement Matters", https://doi.org/10/17605/OSF.IO/ZRKD4.

Data Analysis

- Behrens, J.T. (1997): "Principles and procedures of exploratory data analysis", *Psychological Methods*, 2(2): pp. 131-160.

Scale Adaption

- Heggestad, E.D., Scheaf, D.J., Banks, G.C., Monroe Hausfeld, M., Tonidandel, S., and Williams, E.B. (2019): "Scale Adaption in Organizational Science Research: A Review and Best-Practice Recommendations", *Journal of Management*, 45(6): pp. 2596-2627.

Mistakes or Errors

- Makin, T.R. and de Zivry, J.J.O. (2019): "Science forum: Ten common statistical mistakes to watch out for when writing or review a manuscript", *Elife*, 8, e48175.
- Onwuegbuzie, A. and Daniel, L. (2003): "Typology of Analytical and Interpretational Errors in Quantitative and Qualitative Educational Research", *Current Issues in Education*, 6: pp. 1-51.