Final Theses (Bachelor/Master)

„Prosocial venturing—Emerging organizations in the face of COVID19“

Topic

The COVID19 pandemic currently gathers momentum globally, and changes individuals’, organizations’ and our society’s structures and processes fundamentally. In the face of this pandemic, initiatives, projects, and groups rapidly emerge to help those affected—be it health wise, economically, or socially. So called prosocial ventures, aim at delivering much needed resources speedily to alleviate others’ suffering. Prior research has investigated the role of prosocial motivations in prosocial venturing, the access and use of necessary resources to alleviate suffering, or the importance of local knowledge to address the victims' needs. However, much remains to be studied in the context of resource mobilization, motivations, organizing processes, or the development from an initial help initiative into a long-term organization. Thus, this study broadly aims at understanding the emergence of prosocial ventures in the face of COVID19.

Hence, the student(s) will study emerging prosocial ventures in the face of COVID19 using already available interview data, which will be transcribed by the students. The interview data should be enriched by additional data, for instance, (social) media reports or the ventures’ website content, and other relevant news articles etc. The students will be expected to make the topic their own, that is, they will identify a new, interesting, and relevant research question which guides their final thesis.

What we offer

- Participation in an interesting and relevant research topic
- Committed supervision and regular interaction
- Guidance on the method and structured thesis process

What we require

Essential

- Commitment to high academic standards
- Excellent command of German (preferably mother tongue) and English
- Participation in our institute’s final thesis seminar (for next available dates, please see TUMonline)

Desirable

- Knowledge/experience in qualitative research methods
- Keen interest in (social) entrepreneurship

Next steps

If you are interested, please send a full application including a motivation letter, current CV and an up-to-date transcript to Alexandra Mittermaier (alexandra.mittermaier@tum.de). Please also contact Alexandra Mittermaier for any further questions on this topic.

Literature


