

Possible Topic Areas for Bachelor's and Master's Theses 2026

Important Notes:

- The listed topic areas and groups serve as guidance for your application via the Business Theses Market.
- First, check the "Remarks" column of the respective chair on the Business Theses Market landing page: <https://www.business.uzh.ch/en/teaching/theses.html>. There you may find information on prerequisites, guidelines, and application requirements.
- There is no entitlement to write a thesis in a specific topic area.
- Supervisors within the groups decide independently on the acceptance or rejection of applications.

Topic Area	BA	MA	Group	Person Responsible
Accounting regulation and reporting standards	x	x	Accounting	Chen, H.
Financial accounting and reporting	x	x	Accounting	Chen, H.
Abschlussprüfung / externe Revision	x	x	Accounting	Eberle, R.
Corporate Governance		x	Accounting	Eberle, R.
Financial Accounting (Swiss GAAP FER, OR)		x	Accounting	Eberle, R.
Integrated Reporting		x	Accounting	Eberle, R.
Internal Control		x	Accounting	Eberle, R.
Earnings Management	x	x	Accounting	Göx, R. F.
Accounting Information und Kapitalmarktreaktion	x	x	Accounting	Göx, R. F.
Managementvergütung und Anreizsysteme	x	x	Accounting	Göx, R. F.
Corporate Governance	x	x	Accounting	Oesch, D.
Disclosure Decisions	x	x	Accounting	Oesch, D.
Financial accounting and reporting	x	x	Accounting	Oesch, D.
Voluntary disclosure	x	x	Accounting	Petrov, E.
Earnings management	x	x	Accounting	Petrov, E.
Corporate Disclosure and Innovation	x	x	Accounting	Petrov, E.
Sustainability and ESG Reporting	x	x	Accounting	Rauter, T.
Financial Accounting and Reporting	x	x	Accounting	Rauter, T.
Earnings Management	x	x	Accounting	Rauter, T.
Economics of Education	x	x	Leadership & Personnel Management	Backes-Gellner, U.
Personnel Economics	x	x	Leadership & Personnel Management	Backes-Gellner, U.
Occupational choice	x	x	Leadership & Personnel Management	Brenøe, A.
Personnel economics		x	Leadership & Personnel Management	Brenøe, A.

Economics of education	x	x	Leadership & Personnel Management	Brenøe, A.
Gender economics	x	x	Leadership & Personnel Management	Brenøe, A.
Mindsets at work	x	x	Leadership & Personnel Management	Howe, L.
Flaw disclosure at work	x	x	Leadership & Personnel Management	Howe, L.
Personnel Economics	x	x	Leadership & Personnel Management	Lehnert, P.
Education and Innovation	x	x	Leadership & Personnel Management	Lehnert, P.
Leadership	x	x	Leadership & Personnel Management	Menges, J.
Charisma, Charismatic leadership	x	x	Leadership & Personnel Management	Menges, J.
Organizational Behavior	x	x	Leadership & Personnel Management	Menges, J.
Emotions, Emotional intelligence	x	x	Leadership & Personnel Management	Menges, J.
Future of Work	x	x	Leadership & Personnel Management	Menges, J.
Human-AI Interaction	x	x	Leadership & Personnel Management	Menges, J.
Human capital	x	x	Leadership & Personnel Management	Segal, C.
The economics of gender	x	x	Leadership & Personnel Management	Segal, C.
Lifelong learning	x	x	Leadership & Personnel Management	Zigova, K.
Adult skills	x	x	Leadership & Personnel Management	Zigova, K.
Environmental, social, and governance	x	x	Strategy, Organization & Innovation	Franck, E.
Sportökonomie	x	x	Strategy, Organization & Innovation	Franck, E.
Behavioral Strategy	x	x	Strategy, Organization & Innovation	Keil, T.
M&A	x	x	Strategy, Organization & Innovation	Keil, T.
Board of Directors	x	x	Strategy, Organization & Innovation	Keil, T.
CEOs and Top Management Teams	x	x	Strategy, Organization & Innovation	Keil, T.
International Strategy	x	x	Strategy, Organization & Innovation	Keil, T.
Corporate Strategy	x	x	Strategy, Organization & Innovation	Keil, T.
Platform Markets	x	x	Strategy, Organization & Innovation	Keil, T.
AI and algorithms in strategic decision-making	x	x	Strategy, Organization & Innovation	Luger, J.
Experiments on Strategic Decision-Making	x	x	Strategy, Organization & Innovation	Luger, J.
Strategic Decision Making	x	x	Strategy, Organization & Innovation	Luger, J.
Digital Platforms	x	x	Strategy, Organization & Innovation	Luger, J.
Speed of Innovating with (Gen) AI vs Responsible Implementation	x	x	Strategy, Organization & Innovation	Scherer, A.G.
AI in Practice and Organizational Future Making	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Democratically, authoritatively, or technocratically: who “makes” AI-driven futures	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Business and Peace	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Political Corporate Social Responsibility	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Corporate Political Activity	x	x	Strategy, Organization & Innovation	Scherer, A.G.

Corporate Legimaticy	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Corporate Social Responsibilty – Corporate Political Activity Relationship	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Strategic Management	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Social Movements	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Corporate Activism	x	x	Strategy, Organization & Innovation	Scherer, A.G.
State-business interactions	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Organizational Misconduct	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Anti-corruption Governance	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Issues of Organizational Transparency	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Governance and Regulation of Meta-organization	x	x	Strategy, Organization & Innovation	Scherer, A.G.
Dynamic Capabilities	x	x	Strategy, Organization & Innovation	Schulze, A.
Open Innovation	x	x	Strategy, Organization & Innovation	Schulze, A.
Role of space in organizations	x	x	Strategy, Organization & Innovation	Seidl, D.
Open Strategy	x	x	Strategy, Organization & Innovation	Seidl, D.
Strategy development in strategy meetings	x	x	Strategy, Organization & Innovation	Seidl, D.
Sensemaking and Sensegiving in organizations	x	x	Strategy, Organization & Innovation	Seidl, D.
The practice of strategy	x	x	Strategy, Organization & Innovation	Seidl, D.
Organizations in Society	x	x	Strategy, Organization & Innovation	Seidl, D.
Philosophy & Sociology of Management Science	x	x	Strategy, Organization & Innovation	Seidl, D.
New Forms of Organizing	x	x	Strategy, Organization & Innovation	Seidl, D.
Management and Practice	x	x	Strategy, Organization & Innovation	Seidl, D.
Economics of media markets	x	x	Marketing, Digital Transformation & Entrepreneurship	Aguiar, L.
Economics of cultural industries	x	x	Marketing, Digital Transformation & Entrepreneurship	Aguiar, L.
Economics digital platforms	x	x	Marketing, Digital Transformation & Entrepreneurship	Aguiar, L.
Social Influence	x	x	Marketing, Digital Transformation & Entrepreneurship	Algesheimer, R.
Social Networks	x	x	Marketing, Digital Transformation & Entrepreneurship	Algesheimer, R.
Sustainability Marketing	x	x	Marketing, Digital Transformation & Entrepreneurship	Algesheimer, R.
Human Values	x	x	Marketing, Digital Transformation & Entrepreneurship	Algesheimer, R.
Market power in the music industry (Franziska Kaiser)	x	x	Marketing, Digital Transformation & Entrepreneurship	Kaiser, U.
Market entry in the age of AI (Franziska Kaiser)	x		Marketing, Digital Transformation & Entrepreneurship	Kaiser, U.
Bisased AI training data (Franziska Kaiser)		x	Marketing, Digital Transformation & Entrepreneurship	Kaiser, U.
Creative team performance (Franziska Kaiser)		x	Marketing, Digital Transformation & Entrepreneurship	Kaiser, U.
Firm strategies and overlapping intellectual property rights (Franziska Kaiser)	x	x	Marketing, Digital Transformation & Entrepreneurship	Kaiser, U.
Quack medicine and where to find it (Ulrich Kaiser)	x	x	Marketing, Digital Transformation & Entrepreneurship	Kaiser, U.
When and why do startups migrate? (Ulrich Kaiser)	x	x	Marketing, Digital Transformation & Entrepreneurship	Kaiser, U.
Marketing	x	x	Marketing, Digital Transformation & Entrepreneurship	Natter, M.

Approximate Dynamic Programming and Machine Learning	x	x	Business Analytics & Operations	Barz, C.
Applications of Approximate Dynamic Programming	x	x	Business Analytics & Operations	Barz, C.
Applications of Dynamic Programming in Business and Economics	x	x	Business Analytics & Operations	Barz, C.
Quantitative Methods in Revenue Management	x	x	Business Analytics & Operations	Barz, C.
Services & Operations Management, Sports as a laboratory, sports management and economics, sustainability in sports, sustainability in finance, blockchain & cryptocurrencies, platform management	x	x	Business Analytics & Operations	Dietl, H.
Services & Operations Management, Applies empirical and experimental methods to research in labor, sports, gender, and psychology, utilizing techniques like IV, DID, and RDD	x	x	Business Analytics & Operations	Dietl, H.
Services & Operations Management	x	x	Business Analytics & Operations	Dietl, H.
Supply Chain Management	x	x	Business Analytics & Operations	Dietl, H.
Operations Management	x	x	Business Analytics & Operations	Dietl, H.
Location Decisions	x	x	Business Analytics & Operations	Dietl, H.
Reshoring	x	x	Business Analytics & Operations	Dietl, H.
Internationalisation	x	x	Business Analytics & Operations	Dietl, H.
International Production Networks	x	x	Business Analytics & Operations	Dietl, H.
Circular Supply Chains	x	x	Business Analytics & Operations	Dietl, H.
Resilient Supply Chains	x	x	Business Analytics & Operations	Dietl, H.
Mathematical Optimization for Natural Resources and Environment	x	x	Business Analytics & Operations	Prokopyev, O.
Mathematical Optimization for Operations and Supply Chains	x	x	Business Analytics & Operations	Prokopyev, O.
Mathematical Optimization for Public Services	x	x	Business Analytics & Operations	Prokopyev, O.
Mathematical Optimization in Business and Economics	x	x	Business Analytics & Operations	Prokopyev, O.
Operations Management for Circular Economy	x	x	Business Analytics & Operations	Tan, T.
Supply Chain Collaboration for Sustainability	x	x	Business Analytics & Operations	Tan, T.
Technology Transition for Sustainability	x	x	Business Analytics & Operations	Tan, T.