
Master Thesis Topics
Institute of Economics and Business
Chair for Strategic and Values Oriented Management
(last updated: 09.2025)

If you are interested in one of the topics, please contact the assigned topic supervisor for a first discussion. We kindly ask you to refrain from contacting several members of the Chair for Strategic and Values Oriented Management at the same time.

The supervision of master theses in cooperation with a company will only take place if a confirmation of supervision has been received.

Supervisors:

Prof. Dr. Matthias Fifka: Matthias.fifka@fau.de

Milena Störmer: milena.m.stoermer@fau.de

Sebastian Klare: Sebastian.klare@fau.de

Topics:

1. Cooperation with companies and other organizations (*Matthias Fifka*)

- Strategic cooperation with 1. FC Nürnberg

2. Corporate Social Responsibility/ Sustainability (*Matthias Fifka*)

- Sustainability and AI
- Sustainable Finance
- Compliance and Ethics Management in SME
- Sustainability Assurance – A Systematic Literature Review
- Sustainability Reporting Quality – A Systematic Literature Review
- Sustainability Reporting by NGOs
- Digital tools to promote transparency in supply chains

3. ESG ratings (*Matthias Fifka*)

- The design and development of ESG ratings
- The market for ESG ratings

4. Responsible (and irresponsible) business conduct in times of conflict (Milena Störmer)

- Business for Peace: A structured literature review
- Business conduct in conflict regions
- How do (violent) conflicts affect private companies operating across borders?
- What risks do private companies face when operating in conflict regions?
- How do MNCs navigate the moral and political dilemmas of war, sanctions, and exit decisions?
- MNC responses to authoritarianism, populism, or global conflicts

5. Business and Human Rights / Stakeholder Theory (Milena Störmer)

- Marginalized stakeholders: How can stakeholder theory respond to power imbalances between corporations and marginalized stakeholders?
- Can stakeholder theory help clarify corporate complicity in human rights abuses?
- Should stakeholder theory be grounded in human rights frameworks (negative vs. positive rights)?
- Can stakeholder theory help conceptualize corporations as peace actors in conflict zones?
- Can corporations meaningfully integrate democratic processes into decision-making? (Equality vs. meritocracy tension).

6. Business Ethics (Milena Störmer)

- What ethical questions have emerged in the 21st century? How can business ethics as a field address and resolve them?
- Is an adapted model of economic ethics needed to address the moral problems of modern society?

7. Sustainability Communication (Sebastian Klare)

- Greenhushing: Reasons and implications of avoiding communication on sustainability-related topics
- Consumer confidence and greenwashing: What role does transparency play in corporate credibility?
- Systematic analysis of widespread greenwashing practices
- Greenwashing as a strategic risk: An analysis of reputational risks
- Perception of sustainability claims and greenwashing among consumers
- Communication of sustainability-related topics for MNCs operating in Global South countries