

Die Promotion

bei

EducatisGSM

Graduate School of Management

Auswahl der Dissertationsthemen

Die Universität Educatis will in den kommenden Jahren zu den führenden forschungsorientierten Universitäten zählen. Aus diesem Grund werden hohe Ansprüche an den Innovationsgehalt und an die Qualität der Projekte gestellt.

Die Forschungsschwerpunkte der Educatis Graduate School of Management liegen in wirtschaftlichen Fragestellungen zu internationalen, multi-kulturellen, ökologischen und sozioökonomischen Themen.

Demzufolge werden vornehmlich Dissertationenprojekte angenommen, die den Forschungsschwerpunkten zugeordnet werden können. Von besonderem Interesse sind Arbeiten, die fachübergreifende Themen aufnehmen und wissenschaftlich untersuchen.

Zu den Schwerpunkten zählen beispielhaft folgende Themengebiete:

- (1) Management theory
 - a. Management systems/models based on transfer of knowledge from other disciplines like for example from psychology, sociology, physics, mathematics, engineering, or biology.
 - b. Innovative approaches to a specific management theory
 - c. Management and -systems in or for developing countries
 - d. Innovation research methodologies and new quantitative methods
- (2) Applied Management
 - a. (Strategic) Management and cultural differences
 - b. Corporate Strategic Management for international/global corporation of industrial or/and developing/emerging countries
 - c. International/global strategic Alliances and/or Joint Ventures (from small to big companies)
 - d. Entrepreneurship and Innovation
 - e. Woman in Management
- (3) Sustainability, Business and Environment in all fields of Business Administration (and economics)
- (4) Business ethics and social responsibility in all fields of Business administration and society

- (5) Human Ressource management
 - a. Organisational and cultural Management
 - b. HRM is emerging and developing countries
 - c. HRM and values
 - d. Leadership and power – a structural analysis
 - i.e. all topics dealing with a humanistic approach
- (6) Marketing
 - a. New and innovative approaches to marketing theory
 - b. Marketing and sustainability
 - c. Marketing in emerging/developing countries incl. bridges to industrialised countries (marketing of products and services from emerging/developing countries)
 - d. Marketing and Innovation
- (7) Accounting
 - a. New and innovative approaches to accounting theory
 - b. (International) Accounting systems for emerging and developing countries incl. systems matching international standards
 - c. (International) Accounting systems and ecological sustainability/environment
 - d. (International) Accounting systems for NGOs
- (8) Finance
 - a. New and innovative approaches to finance theory
 - b. and other topics to be defined by the research committee later
- (9) Technology oriented subjects in innovative fields of
 - a. Information Management
 - b. Innovation Management
 - c. Technology Management
 - d. Operations Management/Supply Chain Management
 - e. International Logistics
 - f. Quality Management
 - g. Etc.
- (10) E-Learning
 - a. New technologies and approaches to E-Learning
 - b. Implementation and experience of E-Learning in various countries
- (11) Culture and Management
 - a. Integration of art/cultures into new approaches of Management/Business Administration theory
 - b. Sociology and Management/Business Administration