

Universität
Münster



Management and Methods Seminar

2024 / 2025

Prof. Dr. David Bendig | Niklas Laubrock, M.Sc. | Jan Kretschmer, M.Sc.

May 13th, 2024



Agenda

01



Introduction Institute
for Entrepreneurship

02



Grading &
Topics

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Skiseminar
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Questions &
Answers

Who we are...

Name	Educational background	Working experience
 Prof. Dr. David Bendig Head of the Institute for Entrepreneurship ent@wiwi.uni-muenster.de	<ul style="list-style-type: none"> • Ph.D. at RWTH Aachen University • Tsinghua University Beijing: Lecturer & visiting scholar • Catholic University Eichstätt-Ingolstadt: M. Sc. • Ruhr University Bochum: B.Sc. 	<ul style="list-style-type: none"> • Professor at Otto-von-Guericke University Magdeburg, Assistant Professor at RWTH Aachen • The Boston Consulting Group: Strategy consultant and trainer • Founder and business angel
 Niklas Laubrock, M. Sc. Research Assistant & PhD Candidate at the Institute for Entrepreneurship niklas.laubrock@uni-muenster.de	<ul style="list-style-type: none"> • RWTH Aachen University: M.Sc. • RWTH Aachen University: B.Sc. 	<ul style="list-style-type: none"> • Internships in agricultural engineering at Grimme-Gruppe & Bernard Krone Holding
 Jan Kretschmer, M. Sc. Research Assistant & PhD Candidate at the Institute for Entrepreneurship jkretschmer@uni-muenster.de	<ul style="list-style-type: none"> • Otto-von-Guericke University Magdeburg: M.Sc. • Otto-von-Guericke University Magdeburg: B.Sc. • Stockholm School of Economics: B.Sc. 	<ul style="list-style-type: none"> • ritzenhoefer & company: Strategy & Transformation Consultant • Various internships in different sectors, such as Financial Services, Energy or Logistics

The chair of Entrepreneurship offers a diverse selection of topics



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Fact Sheet: Management and Methods Seminar

Category	Details
Focus of the course	<ul style="list-style-type: none"> Understand the latest scientific methods of Management research Familiarize yourself with Stata, academic literature, and writing theses
What to expect	<ul style="list-style-type: none"> Analyze large data sets using empirical and methodological techniques The course will prepare you to write your master thesis through literature research, data crunching, and academic writing You will also get acquainted with advanced tools for statistical analysis, i.e., Stata You will train to work collaboratively and diligently
Format	<ul style="list-style-type: none"> 12 ECTS within the framework of the PO Master (2022) for the Major Management
Application	<ul style="list-style-type: none"> CfM internal registration period: 14.05.2024 (12:00) - 26.05.2024 (23:59) Registration forms are available on the CfM website (www.wiwi.uni-muenster.de/cfm/) and can be filled out directly on the site
Deliverables for grading (in groups)	<ul style="list-style-type: none"> Seminar paper Presentation of seminar paper STATA Do File

Details see next page



Three key components to be worked out in order to succeed in the seminar

Component	 Written paper	 Project presentation	 STATA code
Grading criteria	<ul style="list-style-type: none"> • Critical discussion of the topic • Theoretical positioning in the scientific context • Derivation of the developed hypotheses • Scientific method / analysis (incl. do-files) • Compliance with formal requirements (see chair guidelines) 	<ul style="list-style-type: none"> • Clear structure • Appealing visualization / free style of presentation • Keeping to the time frame • Speed • Language expression • Behavior in discussion 	<ul style="list-style-type: none"> • The STATA code (Do File) needs to have a detailed description of how you run the empirical analysis • Amongst others, a clear structure, consistency as well as correctness will be considered • Send the Do File via email and note the code on the appendix of the seminar paper
Length / Duration	max. 25-30 pages (excl. appendix)	30 minutes (incl. 10 minutes Q&A)	Determined by empirical analysis
Weight	50%	30%	20%

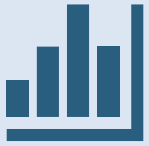


Please note clearly which team member has prepared which content!

Successfully passing the seminar requires an assignment including management-related as well as methodological components

Component

Details



Econometric Method

- There are **six econometric topics** to choose from
- The topic will be developed as **part of the seminar paper**
- **Details** regarding the econometric topics will be **presented in the kickoff**



Management Topic

- There are **six management topics** to choose from
- The topic will be developed as **part of the seminar paper** (incl. empirical analysis)

Details see following slides

You can choose from a selection of six topics from the field of management research

! Details see following pages

#	Area	Topic
I	TMT Characteristics & Strategic Risk-Taking	Charting the Course: How Top Management Team Characteristics Influence Firms' Strategic Risk-Taking
II	CEO Attributes & Digital Innovation	Leading the Charge: The Impact of CEO Attributes on a Company's Digital Innovation Power
III	CEO Incentivization & Firm Performance	Incentives at the Helm: To What Extent Does CEO Compensation Drive Corporate Performance?
IV	Open Innovation & Green Performance	Sowing Sustainability: Can Open Innovation Cultivate Green Performance?
V	Technological Exploration & Firm Performance	The Frontier of Performance: Does Technological Exploration Translate to Firm Success?
VI	Technology Spendings & Sales Performance	Leadership or Technology: What Drives Sales Performance in the Digital Age?

Charting the course: How Top Management Team characteristics influence firms' strategic risk-taking

Topic 1

Investigation of the impact of Top Management Team characteristics on a firm's (strategic) risk-taking

Goals



- Analyze antecedents of (strategic) risk-taking on the TMT-level, e.g.,
 - TMT roles
 - Board size
 - TMT diversity (e.g., gender)
- Consider possible nonlinearities
- Examine moderators (contingencies), e.g., environmental factors, firm size, etc.

Potential theories



- Upper Echelons Theory (UET)
- Behavioral Agency Model (BAM)
- Resource-Based View (RBV)

*For details about the theories
please see appendix*





Leading the charge: The impact of CEO attributes on a company's digital innovation

Topic 2

Investigation of the impact of CEO attributes on a firm's digital innovation levels

Goals



- Analyze antecedents of (digital) innovation on the CEO-level, e.g.,
 - CEO age
 - CEO tenure
 - CEO gender
- Consider possible nonlinearities
- Examine moderators (contingencies), e.g., environmental factors, firm size, etc.

Potential theories



- Upper Echelons Theory (UET)
- Resource-Based View (RBV)

*For details about the theories
please see appendix*





Incentives at the helm: To what extent does CEO compensation drive corporate performance?

Topic 3

Investigation of the effect of CEO incentivization on firm performance

Goals



- Analyze the effect of CEO compensation auf die firm performance, e.g.,
 - Fixed payment
 - Bonuses
 - Options / shares
- Consider possible nonlinearities
- Examine moderators (contingencies), e.g., environmental factors, firm size, etc.

Potential theories



- Upper Echelons Theory (UET)
- Resource-Based View (RBV)

*For details about the theories
please see appendix*



Topic 4

Investigation of the impact of open innovation efforts on sustainability performance

Goals



- Analyze implications of open innovation efforts for firms' sustainability performance, e.g.
 - Carbon reduction performance
 - ESG performance
- Consider possible nonlinearities
- Examine moderators (contingencies), e.g., management capabilities for resource orchestration, environmental factors, firm size, etc.

Potential theories



- Resource-Based View (RBV)
- Agency Theory (AT)
- Dynamic Capabilities View (DCV)

*For details about the theories
please see appendix*





The frontier of performance: Does technological exploration translate to firm success?

Topic 5

Investigation of the impact of technological exploration on firm's performance measures

Goals



- Analyze implications of technological exploration for firms performance, e.g.:
 - Financial performance
 - (Digital) Innovation performance
 - Sales performance
- Consider possible nonlinearities
- Examine moderators (contingencies), e.g., environmental factors, firm size, etc.

Potential theories



- Resource-Based View (RBV)
- Dynamic Capabilities View (DCV)

*For details about the theories
please see appendix*

Topic 6

Investigation of the moderating effect of (web) technology spendings on the relationship between TMT characteristics and a firm's sales performance

Goals



- Analyze antecedents of a superior sales performance on the TMT-level, e.g.,
 - TMT roles, e.g. CMO presence
 - TMT diversity (e.g., gender)
- Consider possible nonlinearities
- Examine the moderating effect of (web) technology spendings, as well as further moderators (contingencies), e.g., environmental factors, firm size, etc.

Potential theories



- Upper Echelons Theory (UET)
- Resource-Based View (RBV)
- Dynamic Capabilities View (DCV)

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Every group consists of four people and works jointly on a topic

Dimension

Details













Allocation of topics

- The **six topics** are worked on as group work in groups of 4 - one **joint (!) submission** as a group
- When registering, a **preference** for the **ski or Münster seminar** must be indicated - this preference will be taken into account during the group assignment procedure
- It is also possible to **form groups of four before registering** and to indicate this on the registration form - in this case, the subject and seminar preferences (Schrums (AT) vs. MS) should be **identical** for all four group members
- If individual subject preferences cannot be met in full, the final allocation will be decided by lot
- The **order** in which registrations are received **has no relevance** to the allocation of topics
- Sending the registration form is equivalent to a **binding registration**

Start of work

- At the beginning of the processing period, your **supervisor** will contact you and arrange an appointment for an **introductory session**
- In this group session, general expectations of the seminar paper are clarified and **theoretical** and **methodological content** is conveyed
- In addition, each group of four will receive exactly **two further individual supervision meetings** in which the work and questions of the respective groups can be discussed in more detail

While the Münster seminar is of course free of charge, an individual rate is required for participants of the ski seminar

		FOR SKI SEMINAR ONLY	INDICATIVE
Dimension	Items	Skier	Non-Skier
Free of charge	 Overnight stay	<div>Covered by university and external donors</div>	
	 Incidental costs		
	 Bus		
	 Food		
Priced	 Personal contribution		
	 Alcoholic drinks		
	 Shuttle / taxi		
	 Ski pass		
Rate (total)		500,00 €	250,00 €

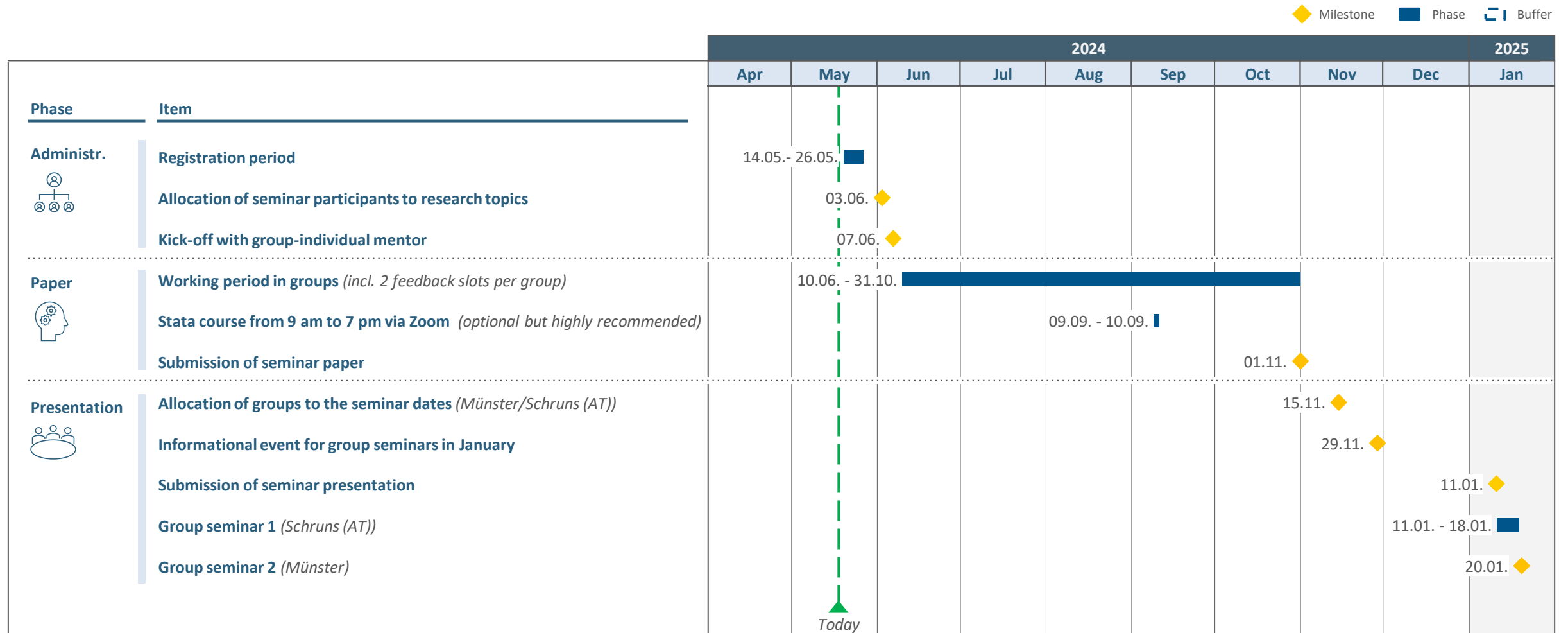
Some impressions of the last years (1/2)



Some impressions of the last years (2/2)



The timeline provides a detailed overview of all relevant milestones of the Management and Methods Seminar 2024 / 2025



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Sign up to our newsletter to ...



... stay up to date on our **teaching offering**
(e.g., new modules, upcoming deadlines)



... learn about current developments and the
latest offerings from the **REACH ecosystem**




... receive exciting **job opportunities** from
firms in our partner network



bit.ly/entrepreneurship-wwwu



?



Thank you very much!
Are there any questions?



Appendix

Selection of introductory literature on possible theories that can help you get started with your seminar paper

Upper Echelons Theory (UET)

Hambrick, D. C. & Mason, P. A. (1984). Upper Echelons: The Organization as a Reflection of Its Top Managers. *The Academy Of Management Review*, 9(2), 193–206.

Behavioral Agency Model (BAM)

Wiseman, R. M. & Gómez-Mejía, L. R. (1998). A Behavioral Agency Model of Managerial Risk Taking. *The Academy Of Management Review*, 23(1), 133–153.

Resource-Based View (RBV)

Priem, R. L. & Butler, J. E. (2001). Is the Resource-Based “View” a Useful Perspective for Strategic Management Research? *The Academy Of Management Review*, 26(1), 22–40.

Agency Theory (AT)

Eisenhardt, K.M. (1989). Agency theory: An assessment and review. *The Academy Of Management Review*, 14, 57–74

Dynamic Capabilities View (DCV)

Teece, D. (2007). Explicating dynamic capabilities: The nature and microfoundations of (sustainable) enterprise performance. *Strategic Management Journal*, 28, 1319–1350