

Anonymized titles of final MBA projects supervised at the Institute for Industrial Organization:

- The Implications of the Financial Crisis on Corporate Strategy
- The Pharmaceutical Landscape in India - Challenges and Potential for Growth
- A Practical Exercise in Entrepreneurship in the Theater Industry
- Business expansion opportunities in the Japanese debt collection market for a German firm
- Health Care Restructuring: Can Health Care be Reformed by Applying Business Models?
- Improving Customer Service through e-Services
- The Market Entry Strategy for Vinsys IT Services (I) Pvt. Ltd.
- Case study: Thinking Globally, Acting Locally. Infosys 3.0 - Building Momentum in the Middle East, Gulf Cooperation Council (GCC) Countries
- Managed Service for the IT Industry in Europe
- Leadership development at Gildemeister
- Embedded sustainability- how to embed sustainability into the corporate strategy?
- Choosing the right entry mode to capture the NAFTA-market-Greenfield vs. Acquisition
- Business Plan for an Internet Start-Up: Singlet.com
- Heterogeneous business games- How to incorporate different types of business games to enhance the applicability in economic education
- Personal Leadership Development in B-Schools- Assessment & Proposal for advancing the WHU MBA Program
- Strategic implications of marketing and branding for the Indian outsourcing providers
- Effect of the National Rural Employment Guarantee Program on poverty reduction in five villages in the Udaipur District
- James Bond Comes to the Boardroom: Understanding Competitive Intelligence in Modern Enterprises
- Time management in organizations - efficient tools for good leadership
- Structure of 'Fast Moving Consumer Goods Industry' in Germany
- Optimisation of eSourcing to boost effectiveness and efficiency in Henkel
- Home Automation Platform as a Service to enable Internet of Things
- Vom Versäumnis zum kritischen Schwerpunkt: Führung und Personalentwicklung in deutschen Krankenhäusern
- The corporate strategy of E.ON and RWE – A comparison of the strategy approaches and evaluation of options
- Leadership Principles: What Military and Business Organizations in Germany Can Learn From Each Other
- Market Access Strategy for Multi-National Pharmaceutical Company in Pharmerging Market
- The Chinese Chemical Industry: The Dragon Arises
- Investigating the use of employee training and development to increase organizational resilience against economic crisis
- Economic Relations between Costa Rica and the United States of America: Current Situation, Trends and Implications
- Dealing with Innovation, Knowledge Management, Ethical Behaviour and Emergency in Sourcing.
- Strategic Marketing for Financial Services - Customer Advisory Board -
- Strategies of Consumer Engagement using Neuromarketing
- "Business Plan: Security Trays Ad-company in African airports TrayPlus Media in Kenya"
- What it takes to survive in the dry bulk shipping industry going through extreme economic cyclicality

- Business Plan: Improving the employability skills of Indian Students
- Two Proposals for CSR Projects Supporting Syrian Refugee Integration in Germany
- LittleGreens: The Fast Casual Chopped Salad Bar
- Sambhavya- Business Plan for Waste to Energy Solution
- Social Non-Profit Initiative for Progression of Communities withon Punjab
- IT-Security As a Competitive Advantage in the Age of Digitalization and Industry 4.0
- Business Plan: Opening of a jointly used production facility in Mexico by 6 German SME automotive companies
- Tasks and challenges of management in today's business environment
- Corporate Innovation Management: A Critical Appraisal of Best Practices from Startups and Corporates for the Implementation of a successful Corporate Innovation Culture
- Economic Relations between Germany and the United States of America: Changes in Transatlantic Business Relations in Regard to a Rising Asia
- India Connects - Business Plan for Not-For-Profit (NFP) Organization
- Analyzing buy side M&A deals and developing a simulation model to estimate the potential market for integration consulting services.

Disclaimer: To disallow identification of the respective thesis student, no information besides the titles are available. All theses with a non-disclosure agreement have been removed from the list.