



Management & Strategy

Frontiers in Strategy Research

Winter Semester

Institute:	Institute for Strategy, Technology and Organization
Lecturer:	Tobias Kretschmer, Prof. Dr.
Assistant:	Denzel Glandel, Sophia Wetzler
Weekly hours:	4
Credits	6 ETCS (Master)
Examination:	Student presentations & updated research concepts following presentations (according to PO: Hausarbeit und Referat)
Prerequisites:	none
Course Material:	via Moodle

Course Description & Main Objectives

This course is targeted at Master of Science students with an interest in strategy. It aims to provide them with insights on "hot topics" in strategic management research.

The course is conducted as a guided reading group. That means participants will read academic papers on a group of topics that will form the basis of a discussion in class. Additionally, for each topic, a group of students will dig deeper and give a presentation outlining a proposal for a research project.

The course has two goals: First, students will gain an overview of the evolution of several "hot topics" in strategy research. Second, they will learn to critically read academic papers, enabling them to assess causal arguments and the merits of different research designs. We expect the course to be useful as a preparation for a master thesis in the field of strategy.



Lectures Overview/ Course Outline

The course starts with a kick-off introducing the students to how to craft a research project as well as to the seminar topics. The seminar topics cover recent developments in strategy research and each includes a hand-picked reading list.

After the kick-off, students will have to form teams and decide on one seminar topic for which they will have to prepare a detailed research project over several weeks. During this period, students are supported by teaching assistants who will provide guidance and suggestions for improvement.

The course ends with a presentation session. The teams will have to present:

- An ad-hoc introduction of a seminar topic: The team will provide a short introduction to a seminar topic that is not the topic for which they have crafted a research project.
- A detailed explanation of their research project: They will present a brief overview of existing literature on the topic, identify a potential question, and define a method to answer the research question.

Literature

The mandatory literature depends on the seminar topics which are updated each semester to take into account current developments in strategy research and are announced during the kick-off lecture. The seminar topics for the winter semester of 2023/2024 included:

- The Role of Networks
- Renewal in Organizations
- New Organizational Forms & Strategy