

MNGT-E2012

My Development Journey

Session 3 – MSc Thesis requirements, topics and supervisors

University of
Jyväskylä
Faculty of Business
Administration

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Agenda

- 16.15-16.30 Thesis process and requirements**
- 16.30-17.00 Doing thesis in pairs: virtual visit by Emily Schöller and Marie Northved from CBS**
- 17.00-18.00 Introducing thesis supervisors and their interests**
 - **Perttu Kähäri**
 - **Daria Kautto**
 - **Rebecca Piekkari**
 - **Hannu Seristö**
 - **Tiina Ritvala**
 - **Questions and answers**

MSc Thesis

11/11/2024

Assignments

- **Assignment #1: initial research idea (10 Dec)**
- **Assignment #2: analysis and evaluation of an existing thesis (pass/fail) (10 Jan)**
- **Assignment #3: first draft of an individual research proposal (pass/fail) (24 Jan)**
- **Appointment of thesis supervisors**
- **Assignment #4: memo of the initial meeting with the thesis supervisor (pass/fail) (7 Feb)**
- **Assignment #5: final research proposal (pass/fail) (28 Feb)**
- **Assignment #6: oral and written constructive comments on proposals presented by other students (pass/fail) (7 Mar)**
- **Assignment #7: final thesis (grade 1-5) (29 May)**

Thesis work

- Meet with your supervisor every 2-3 weeks.
- Meeting dates should be agreed in advance and incorporated in your thesis proposal (Assignment 5).
- For each meeting agree with your supervisor on the material that you are to send your supervisor by email ahead of the meeting (e.g. two days in advance).
- You will also meet with your research seminar group (4-5 students) twice during this time. For these sessions you will need to submit a short pre-reading (max 10 pages) and make a presentation of the current status of your work.

Global Management thesis topics: Study of cross-border activities

- Activities, strategies, structures and decision-making processes of MNEs
- Interactions between MNEs and other actors, organizations, institutions, and markets
- Cross-border activities of firms, e.g., intrafirm trade, finance, investment, technology transfers, offshore services
- How the international environment (e.g., cultural, economic, legal, political) affects the activities, strategies, structures and decision-making processes of firms
- International dimensions of organizational forms (e.g., strategic alliances, mergers and acquisitions) and activities (e.g., entrepreneurship, knowledge-based competition, corporate governance)
- Cross-country comparative studies of businesses, business processes and organizational behavior in different countries and environments
- Global sustainability and diversity aspects

**Doing thesis in pairs:
Emily Schöller and Marie
Northved from CBS**



Introducing thesis supervisors and their interests



IB Unit: Headquarters (HQ) Location Project



A 4,5 year research project on the interplay of **physical and social aspects of location**. It's funded by Wallenberg foundation and Academy of Finland, involving:

- Faculty, doctoral and master students
- Foreign and Finnish companies
- Business Finland and other public bodies

The project consists of four work packages, which all will lead to conceptualizing the meaning of location. The project outcomes include:

- Identify all foreign firms' HQ in Finland
- Map HQ relocation events in Europe between 2000-2019
- Understand the strengths of host locations to attract HQ

More information: <https://www.aalto.fi/en/departement-of-management-studies/location-research-project>

<https://yle.fi/uutiset/3-10157369>

Four focus areas of the project

1. Longitudinal analysis of HQ (re)location dynamics

- What kind of HQ are located in Finland, and why?
- How have HQ evolved over time in Finland?

Data: Identifying all foreign subsidiaries with HQ responsibilities in Finland

2. In-depth analysis of HQ (re)location

- How do managers in case companies perceive locations and make sense of their perceptual and physical aspects?
- How are their perceptions negotiated, constructed and situated in organizational life?

Data: Undertaking in-depth case studies

3. Textual analysis of HQ (re)location

- Where are HQ moving in Europe?
- How have these relocations been portrayed, represented, articulated and interpreted in the media and firm announcements?

Data: Mapping all HQ relocations in Europe 2000-2019 using LexisNexis and Factiva; Conducting textual analysis on the most interesting cases

4. Conjoint experimental analysis of start-up entrepreneurs' locational decisions

- What importance do start-up entrepreneurs attach to hypothetical physical and perceptual locational attributes?

Data: Performing an experimental analysis of start-up founders

HQ Location project MSc theses

Jannika Hyövähti	Representations of corporate relocations: A comparative case of Nordea in cross-border media
Lauren Disbennett	Understanding critical success factors and the importance of primary market entry location when entering and expanding throughout the African continent
Matilda Saarinen	Where do international firms locate their headquarters? - An empirical study of headquarters' cross-border relocations in Europe
Mona Schau	Navigating the effects of the 2018 trade war: from the managerial perspective of American manufacturing companies
Sonja Lehtinen	"They suck at making friends!" – What went wrong with Amazon's stakeholder communication regarding HQ2 in New York
Markku Oikarinen	Dynamism of Regional Organizations and Evolution of Regional Structures in a Multinational Company. A Longitudinal Case Study
Arbenina Mariia	Spatial data mining and machine learning techniques to understand cross-border relocations of headquarters in Europe
Ella Ahmas	Visions of a sustainable headquarters building in 21st century city
Venla Koljonen	The role of organization's office in the emergence of employees' sense of workplace
Juho Menges	The effect of digitalization on headquarter's role accelerated by Covid

Kalex Finn-Luca	Offshoring Business Activities to and from Finland
Kiri Hanna	Attracting multinational headquarters: Qualitative interview study on the Finnish Capital region's perspective
Lukas Engling	The role of embeddedness in overcoming the liability of foreignness after a hostile takeover: Case Juniper
Tiina Ahva	HQ relocation and non-market strategy - The case of a Nordic bank
My Nguyen	Headquarters in platform business
Ke Xiao	The role of city rankings in the context of mnc hq location choices
Emmi Weckström	The Location of Headquarters Outside the Capital Region in Finland
Merlina Danson	European Green Capital Award's Role in Attracting Investments – Does Sustainability Branding Pay Off for cities?
Antti Aro	Branch or Wholly-Owned Subsidiary Company? Choosing Legal Form for MNC's Wholly-Owned Operations in Finland
Anna-Riikka Smolander	Location perceptions of early-stage startup founders in European ecosystems
Diep Do	Location Choices of Start-ups in Finland: A Behavioral Perspective
Diem Ly	Is social capital an influencer to career success of global managers?

Introductions



Daria Kautto

Postdoctoral researcher

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Research interests

- International Entrepreneurship
- Entrepreneurial Migration
- Location-choice decisions (start-ups)
- Entrepreneurship Policy
- Entrepreneurial Cognition and Decision-Making

HQ Location project: WP4

Start-up location decision-making

Objectives: The sub-project aims at identifying the role of the **cognitive processes** (namely, types of prevailing information processing system, decision-making style, cognitive reflective ability, and need for cognitive closure) in the construction of the **location preferences** of start-up founders.

Research questions:

- What importance do start-up entrepreneurs attach to *different types of locational attributes* when choosing the initial firm location (functional, experiential, emotional features of the location)?
- How do start-ups differ in these valuations and why? What types of *locational behavior* could be identified among the start-up founders following the insights from the cognitive psychology and behavioral economics?

Research design: Online-based conjoint experiment (Preference measurement)

HQ Location project: WP4

Examples of completed master's theses

- Anna-Riikka Smolander (2022) Location perceptions of early-stage startup founders in European Ecosystems: An idea-type analysis approach.
- Do Diep (2022) Location choices of start-ups in Finland: A behavioral perspective.

HQ Location project: WP4

Potential master's thesis topics in Spring 2023

Survey data collection (January-March 2023):

- online choice-based quasi-experiment where the founders make a series of **location decisions** based on a set of key location characteristics
- cognitive characteristics of the founders
- <7 year old start-ups/scale-ups with high growth potential
- Finland + 2-3 countries

=> relative importance of the location characteristics in the final choice

choice sets

Are you interested in becoming a part of the Location project (WP4) team?

Potential master's thesis topics:

- The role of entrepreneurial cognition in location decision-making;
- Differences in location decision-making between digital and non-digital start-ups;
- Cross-country differences in start-up location decision-making.

For more information, please, contact:
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