


<b>Topic</b>	<b>“Entrepreneurship, Meet Everybody” – The Impact of Digital Business Models on Entrepreneurial Orientation</b>
<b>Overview</b> 	<p>Dropshipping, Fulfilment-by-Amazon, Affiliate Marketing: the rise of the internet and increasing consumer reliance on online retail has given prominence to these and several other novel ecommerce business models. However, thus far, research on the demographics and motivation of founders pursuing these business models is scarce. We are seeking to understand what factors drive certain population groups (e.g., college students, working professionals, etc.) to start businesses using new online retailing models.</p> <p>Exemplary research questions:</p> <ul style="list-style-type: none"> <li>• Do new online retailing business models attract different types of entrepreneurs than other, more traditional business models?</li> <li>• How well understood are novel online business models by a specific population segment, and what drivers and inhibitors are there for entrepreneurial opportunism in these groups?</li> <li>• What is the role of supportive start-up ecosystems in encouraging founders to pursue new online retailing models?</li> </ul> <p>The various questions should be answered within the scope of a structured empirical study.</p>
<b>Language</b>	English preferred
<b>Additional information</b>	Start: November 2023 or later Kind of thesis: Master thesis Requirements: Working knowledge of statistics/econometrics preferred. Basic understanding of ecommerce is helpful. Main subject: Business students preferred
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