Research seminar
“Competitive tournaments and digital mega-companies”
(12-M-SAS, Master program, 10 ECTS, Winter 19/20, in English language)

Background
‘Digital mega-companies’ á la Amazon and Google have experienced unprecedented, explosive growth. They typically prevailed in a tournament-style competition, where initially a high number of firms compete and one winner eventually takes the lion’s share of the market. In this module, you will critically analyze from a competitive dynamics view (Chen & Miller, 2012) how the interplay of competitive attacks and counterattacks yielded one winner and how this may affect future competition in the respective markets. You will focus on companies, such as Amazon, Ebay, Flixbus, Google, and Netflix –or a company suggested by you. Essays are expected to be based on state-of-the-art research in the respective fields, with some links into selected, related fields such as psychology, sociology, economics, and geography. Participants are invited, but not obliged to complement this by own interviews.

Assessment
Essay (66%) – 16-20 A4 pages (Guidelines for formal requirements will be available via Wue-Campus)

Presentation (34%) – 10-minute presentation per student plus Q&A

Schedule
17/07/19, 10:00 am (Room 208, Stephanstr. 1): Kick-off meeting and assignment of topics

24/01/20, 11.55 pm: Submission of essays via WueCampus (if unavailable, and only then, via email to Friedtjof Tietze); no hardcopies required

29/01/20, 10.00 am (Room 208, Stephanstr. 1): Presentations

Prerequisites
None

Language
English

Selection criteria
- Mark average
- Specialization on entrepreneurship, strategy, and/or innovation
How to apply
1. Apply via the central Studiendekanat process by the central deadline.
2. We will contact all accepted supervisees via email with further information.

Module convenors and contact
Professor Sascha Walter
Friedtjof Tietze, MSc

Last change: 29th May 2019