

<Organisatorische Hinweise>

Application

1. Apply via the central [Studiendekanat process](#) by the central deadline. Beyond your transcript (that needs to be uploaded in [FLIP](#)) **no** further documents are required for the application.
2. Candidates will be prioritized according to two criteria: (a) Specialization in entrepreneurship, strategy, and/or innovation, and (b) mark average.
3. We will contact all accepted supervisees via email with further information.

WueCampus

Accepted supervisees will be automatically enrolled to a WueCampus room with further information.

Language

English or German

Schedule

15th September 2026 (10:00, Zoom): Kick-off meeting and assignment of topics

10th January 2027 (23:55): Latest submission of essays via WueCampus (if unavailable, and only then, via email to bwl8@uni-wuerzburg.de)

19th January 2027 (13:00, venue TBA): Final presentations

Topic selection

Students can suggest own topics.

Late submission policy

Late submissions have to be handled according to [ASPO 2015 §21\(4\)](#). Essentially, this means that a late essay or presentation will be marked as a fail unless the student can provide evidence that he or she was not responsible for the late submission.

<Inhalte>

Research Seminar

“AI Chatbots and human and organizational behavior”

Generative artificial intelligence (AI) chatbots, such as ChatGPT or Gemini, are triggering disruptive change of hardly predictable dimensions. In this seminar, you will illuminate the impact of chatbots on important aspects of human and organizational behavior. Your essays will be framed in theory at the individual, organizational, and/or societal level. The seminar will deepen your understanding of the logic, opportunities, and limitations of AI chatbots.

Potential topics include:

- (1) Architecture and processes of chatbots
- (2) Chatbots and scientific research
- (3) Chatbots and strategic decision-making
- (4) Chatbots and art
- (5) Chatbots and crime
- (6) Emotional bonding with chatbots

<Qualifikationsziele/Kompetenzen>

Learning outcomes

On successful completion of this module you will be able to:

- Formulate an adequate research question
- Effectively search the literature
- Structure and write-down an academic manuscript
- Present and explain your research outcomes in class

<Literatur>

Csaszar FA, Ketkar H, Kim H. 2024. Artificial intelligence and strategic decision-making: Evidence from entrepreneurs and investors. *Strategy Science* 9(4): 322-345.

Hannigan TR, McCarthy IP, Spicer A. 2024. Beware of botshit: How to manage the epistemic risks of generative chatbots. *Business Horizons* 67(5): 471-486.

Kellogg KC, Valentine MA, Christin A. 2020. Algorithms at work: The new contested terrain of control. *Academy of Management Annals* 14(1): 366-410.

Raisch S, Fomina K. 2025. Combining human and artificial intelligence: Hybrid problem-solving in organizations. *Academy of Management Review* 50(2): 441-464.

Shrestha YR, Ben-Menahem SM, von Krogh G. 2019. Organizational decision-making structures in the age of artificial intelligence. *California Management Review* 61(4): 66-83.

Participants are expected to search for additional literature on EBSCO and other literature databases. It is recommended to focus on high-quality journal publications, typically journals ranked A or B per [VHB-Rating 2024](#).

<Zu erbringende (Prüfungs-)Leistung>

Essay (66%) – 10-15 A4 pages

Presentation (34%) – 5 minute presentation per student plus Q&A

The assessment criteria for the **essay** are:

(1) Goal achievement (40%): To what degree has the research question been effectively and efficiently addressed?

(2) Methodological rigor (40%): To what degree has the best available approach, both in terms of theory and empirics, been applied to address the research question?

(3) Formal quality (20%): To what degree is the essay clearly structured, well-formatted, well-written, and without formal flaws (e.g., typographical and grammar mistakes)?

The assessment criteria for the **presentation** are:

(1) Quality of presentation (40%): To what degree has the presenter made the main points of the presentation understood, in particular through well-designed slides as well as verbal and non-verbal (e.g., body language) presentation skills?

(2) Quality of addressing the research question (30%): To what degree has the presenter addressed the main research question?

(3) Quality of responses to questions (30%): To what degree has the presenter efficiently and effectively answered questions in the Q&A part?

<Zu erbringende Studienleistung>

Credits

5 ECTS (2 SWS)

Work load

Self-study: 150 hours

Total: 150 hours (5 ECTS á 30 hours)

<Zielgruppe>

Bachelor students

<Voraussetzung>

Prerequisites

None.