

<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

Schedule

15th September 2026 (10:30, 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)

20th January 2027 (13:00, venue TBA): Final presentations

Selected topics

Topics will be presented during the kick-off meeting. Students can propose 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

“Social media and societal functioning”

The rise of social media has created a novel channel for communication among humans and/or organizations. However, although social media is omnipresent today and far from being a novel phenomenon, its actual impact on the functioning of societies is still poorly understood. In this seminar, you will analyze the impact of social media on various aspects of societal functioning, drawing on the extant literature and own case studies. The study will be framed in theory at the individual, organizational, and/or societal level. The seminar will deepen your understanding of how and when social media affects the functioning of societies.

Potential topic fields include:

- (1) The nature of social media
- (2) Social media and individual radicalization
- (3) Social media and political marketing
- (4) Social media and societal polarization
- (5) Social media and crime
- (6) Social media and human partnerships

Students should—guided by their supervisors—formulate focused research questions within these fields.

<Qualifikationsziele/Kompetenzen>

Learning outcomes

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

- Effectively and efficiently answer an academic research question
- Position your research within the literature landscape
- Employ adequate qualitative research methods
- Structure and write-down an advanced academic manuscript
- Present and defend your research outcomes in class

<Literatur>

Abid A, Roy SK, Lees-Marshment J, Dey BL, Muhammad SS, Kumar S. 2025. Political social media marketing: A systematic literature review and agenda for future research. *Electronic Commerce Research* 25(2): 741-776.

Horner CG, Galletta D, Crawford J, Shirsat A. 2021. Emotions: The unexplored fuel of fake news on social media. *Journal of Management Information Systems* 38(4): 1039-1066.

Kane GC, Alavi M, Labianca G, Borgatti SP. 2025. The evolution of social media networks: Revisiting and extending kane et al. (2014) 10 years later. *MIS Quarterly* 49(4): ix-xvi.

Kaur K, Gupta S. 2023. Towards dissemination, detection and combating misinformation on social media: A literature review. *Journal of Business & Industrial Marketing* 38(8): 1656-1674.

Vrontis D, Siachou E, Sakka G, Chatterjee S, Chaudhuri R, Ghosh A. 2022. Societal effects of social media in organizations: Reflective points deriving from a systematic literature review and a bibliometric meta-analysis. *European Management Journal* 40(2): 151-162.

Weismueller J, Gruner RL, Harrigan P, Coussement K, Wang S. 2024. Information sharing and political polarisation on social media: The role of falsehood and partisanship. *Information Systems Journal* 34(3): 854-893.

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%) – 16-20 A4 pages

Presentation (34%) – 10 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., typological 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

10 ECTS (2 SWS)

Work load

Self-study: 300 hours

Total: 300 hours (10 ECTS á 30 hours)

<Zielgruppe>

Master students

<Voraussetzung>

Prerequisites

None.