Possible topics for master, bachelor and Diplom theses in East Asian (economic and business) studies,

Chair of East Asian Economic Studies/Japan and Korea

(As of December 2012)

*Im Bachelor-Bereich werden die Arbeiten in der Regel auf Deutsch geschrieben, im Master-Bereich auf Englisch. Der Einfachheit halber sind unten die Themen nur in der englischsprachigen Fassung gelistet.*

For Bachelor students theses are usually in German, for Master students, they are usually in English.

Please note that the following topics are only some suggestions. They may be changed, narrowed down or widened depending on individual circumstances. You may also come up with your own suggestions. For instance, if you are going to have an internship in East Asia, the topic is often developed between you, the chair and your company.

Some topics are more appropriate for the bachelor level, some for the master level.

Some topics are only appropriate if you are familiar with (or feel ready to learn) some econometric technique or survey methodology. For some topics you may have to spend some time in East Asia to collect data or do a survey.

A. Economic studies (Volkswirtschaftliche Themen)

The prospect for an EU-Japan FTA/economic partnership agreement

The changing world of women’s labour market participation in Japan

Japan’s monetary policy between international market and domestic politics pressures

Food (Safety) Scares and their Economic Impact in Japan, involving quantitative methods

Japan’s economic crisis management – similarities and differences of the government responses to various recent crises or of Japan in international comparison with respect to one crisis

B. Business studies (Betriebswirtschaftliche Themen)

1. Corporate Governance, Organization and Strategy


“Is slim always better?” Focus vs. diversification strategies of Japanese enterprises and their influence on corporate performance.

Supply Chain Strategies of Japanese Companies before and after the Fukushima Incident and Thailand Flood of 2011

From ‘China plus one‘ to the ‘Greater Asia Strategy‘ in Japanese corporate internationalization strategies (reasons, implications, and actual strategic adjustments)

2. Market Analysis and Consumer Behavior

The market for (Japanese) robots in Germany: Health care and else.

Ethic Consumption in Japan, organic/fair trade etc.

Consumer Movements in Japan, past and present

Selling Japanese movies in Germany. Empirical analysis of marketing strategies, distribution channels and success rates.

How competitive are Japanese airlines internationally? A SWOT (strengths-weaknesses-opportunities-threats) analysis of international competition and moderating variables.

Adjusting to culture? Tipping behavior in German and Japanese restaurants in the Düsseldorf area.

The market for Japanese pop-culture goods in Germany. Is there still potential for growth?

“Why is there no market for cold green tea in Germany?” An analysis of customer needs and shelf space policy.
C. East Asian Topics

1. Korea

Chaebol reform in Korea, past and present

“Why is Samsung (Electronics) No. 1”?

“Why is Hyundai-KIA Korea’s No. 1 in Automobiles?”

“From pyramid to network?” Governance and restructuring of the Korean automotive industry

2. Japan and/or Korea

Selected aspects of Informal social networks in Japan or Korea (e.g., gender discrimination)

Government support of small- and medium sized firms in Japan or Korea, past and present

Comparing management techniques and strategies of Hyundai and Toyota

Comparing management techniques and strategies of Japanese and Korean major electronics makers

Internationalization of Japan’s or Korea’s automotive parts suppliers

Start-ups and young entrepreneurs in Japan or Korea, past and present

The prospect for a Japan-Korea, Japan-China or Japan-Korea-China FTA/economic partnership agreement

Prospects for formalized trilateral cooperation China-Japan-Korea (Secretariat since 2011)