

Ausschreibung zur Masterarbeiten
BetreuerIn: Prof. Dr. Barmeyer/ Grosskopf

Thematik: COVID19

Typus	MA-Arbeiten
Bewerbungsfrist	Laufend
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**International and Comparative Research Project:
Crisis Management by Small and Medium Size Enterprises (SME) in the
COVID19 context (Germany, Québec, Sweden)**

The current pandemic situation has an unprecedented impact on the international economic situation and on organizations of all kind. Particularly SMEs are likely to suffer from the current situation (Forbes, 2020) since they often lack financial buffers to overcome this important crisis. However, for some SMEs, the situation generates opportunities for innovation (TheGuardian, 2020). In order to support SMEs, governments have suggested financial packages, support structures and solutions, and these measures vary from one country to another. This diversity of support and of managerial practices in response to the crisis can be explained by institutional and cultural factors. According to macro-institutionalist theory (Amable, 2003; Hall & Soskice, 2001; Whitley, 2007), a variety of capitalist models around the globe, reaching from a continuum of liberal market economies (LMEs) to coordinated market economies (LCEs), leads to a diversity of national responses and managerial practices. Furthermore, cultural factors can provide complementary explanations to this diversity (D'Iribarne, 1989; Livian, 2004).

Based on these theoretical foundations, this research aims to analyze managerial practices in response to the crisis in SMEs located in Germany, Quebec and Sweden. These national contexts are chosen, since the responses to the pandemic have been diverse (no lockdown in Sweden, an expert-driven and 'efficient' approach in Germany, a collaboration-based and regional diverse approach in Quebec). Furthermore, SMEs play a particular role for all three national economies (99% of all organizations are SMEs in all three contexts – OCDE, 2018). A qualitative study with selected SMEs will be conducted in all three contexts, whereas the data collection in Germany, Québec and Sweden is conducted by local academic teams composed of master students and supervising scholars. Coordination of the local

initiatives will allow to harmonize theoretical aspects and data collection (comparative study).

Profile of candidates:

The students should have an interest for intercultural/comparative studies, a first experience with qualitative research methods, interviewing skills, very good to excellent knowledge of English (spoken and written).

What to expect:

Working in an international research team can provide an interesting and enriching work experience, since several meetings and common initiatives are foreseen in the project. Furthermore, the involvement of several scholars creates an interesting and varying work dynamic.

Planning (approximative):

July 2020	Literature review and Preparation of Data collection (together with international research team)
August 2020	Data Collection
September/October	Data Analysis
November/December	Finalization of student projects

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Bitte beachten Sie, dass diese Arbeit nach Möglichkeit auf Englisch verfasst werden sollte!

References:

- Amable, B. (2003). *The diversity of modern capitalism*. Oxford University Press.
- Forbes, 2020. How Do We Help Small Business During COVID-19 Crisis? <https://www.forbes.com/sites/danestangler/2020/03/17/how-do-we-help-small-business-during-covid-19-crisis/#673d3f3f1b7d>, accessed June 3rd 2020.
- D'Iribarne, D. (1989). P.(1989). *La logique de l honneur: gestion dês entreprises et traditions nationales*.
- Hall, P. A., & Soskice, D. (Eds.). (2001). *Varieties of capitalism: The institutional foundations of comparative advantage*. OUP Oxford.
- Livian, Y. F. (2004). *Management comparé*. Economica.
- OCDE, 2018. https://read.oecd-ilibrary.org/industry-and-services/financing-smes-and-entrepreneurs-2018/sweden_fin_sme_ent-2018-50-en#page1
- TheGuardian, 2020. Yes, small businesses are suffering – but some are helping to fight coronavirus, <https://www.theguardian.com/business/2020/mar/19/small-businesses-niche-products-demand-coronavirus>, accessed on June 3rd 2020.
- Whitley, R. (2007). *Business systems and organizational capabilities: The institutional structuring of competitive competences*. Oxford University Press.