

Prospetto tesi A.A. 2024/2025

Topic 1	Startups accelerators – startups performance analysis
Aim	The topic explores the performances of accelerated startups trying to understand whether accelerators are springboards or sand traps, what are the accelerators characteristics that impact more on such performances and how.
N. students: 2	
Possible Methodologies	Multiple case study (interviews) Econometric analysis
Students (name and surname)	- ...
Activities	Step 1: Literature Review Step 2: Research question(s) identification and research framework development Step 3: Data collection (Crunchbase and other sources) Step 4: Analysis Step 5: Thesis writing

Topic 2	Crowdsourcing and solvers' network
Aim	Within a crowdsourcing community, solvers can interact with peers, exchanging feedback and advice, commenting on ideas, and evaluating solutions. This topic aims to investigate the network structure shaped by such social interactions. For instance, in this topic we can explore: <ul style="list-style-type: none"> - How can solvers reach different network positions in the network of a crowdsourcing community? - What kind of network dynamics characterize the network of a crowdsourcing community? - How do individual-level social network connections outside of the crowdsourcing platform influence success, participation, and information sharing within a crowdsourcing community? - ...
N. students: 2/3	
Possible Methodologies	Econometric analysis Social network analysis
Students (name and surname)	- ...
Activities	Step 1: Literature Review Step 2: Research question(s) identification and research framework development Step 3: Data collection and network building Step 4: Analysis Step 5: Thesis writing

Topic 3	Crowdsourcing and Generative Artificial Intelligence
Aim	The topic addresses the role played by Artificial Intelligence (AI) in crowdsourcing contests. Crowdsourcing contests are competitions broadcasted by companies (i.e., seekers) among a crowd of solutions' providers (i.e., solvers) and hosted in online crowdsourcing platforms (e.g., 99designs and InnoCentive). In this topic we can, for example, explore: <ul style="list-style-type: none"> - How can artificial intelligence be effectively integrated into crowdsourcing platforms to enhance the competition? - How do AI tools affect solvers success? - How do AI tools influence the motivations guiding the self-selection behavior of participants in crowdsourcing contests? - ...
N. students: 3/4	

Possible Methodologies	Netnography Survey Econometric analysis
Students (name and surname)	...
Activities	Step 1: Literature Review Step 2: Research question(s) identification and research framework development Step 3: Data collection Step 4: Analysis Step 5: Thesis writing

Topic 4	Killing acquisition & kill zones
Aim	The topic investigates the cases of corporate acquisitions of startups for anticompetitive reasons. The thesis wants to investigate the main reasons for such anticompetitive strategies such as:
N. students: 2/3	<ul style="list-style-type: none"> - Blocking (products and patents) - Preemption (i.e., the acquisition of promising technologies before other will do) - ... <p>The thesis wants also to investigate the consequences of such acquisitions in the market and the policy implications. In particular, theses focusing on this topic will investigate a side effect of the killer acquisition (i.e., the fact that VC might stay away from investing in startups in industries where a lot of corporates acquisitions happen).</p>
Possible Methodologies	Econometric analysis
Students (name and surname)	...
Activities	Step 1: Literature Review Step 2: Research question(s) identification and research framework development Step 3: Data collection (Crunchbase and other sources) Step 4: Analysis Step 5: Writing thesis

Topic 5	Exploring the entrepreneurial jungle: unicorns and gazelles
Aim	The entrepreneurial world is rich in diversity, as illustrated by several distinct entrepreneurial "species" garnering attention from the media, venture capitalists and academia. Among these species, unicorns and gazelles emerge as the most relevant ones. Unicorns are predominantly high-tech ventures surpassing the valuation of US\$1bn; Gazelles are ventures under five years old with an average employment growth rate of more than 20% per year over three years and with ten or more employees at the beginning of each reporting period.
N. students: 2/3	Theses focusing on this topic will explore both the antecedents and the performance of these startups.
Possible Methodologies	Econometric analysis
Students (name and surname)	- ...
Activities	Step 1: Literature Review Step 2: Research question(s) identification and research framework development Step 3: Data collection (Crunchbase and other sources) Step 4: Analysis Step 5: Writing thesis

Topic 6	Artificial intelligence and New Product development
Aim	The objective of this thesis proposal is to investigate the role of artificial intelligence (AI) in new product development (NPD) by examining how AI-driven tools support both explorative and exploitative approaches within the process. The study aims to analyze the ways in which AI enhances creativity and efficiency in each approach, ultimately providing insights on how firms can strategically leverage AI for competitive advantage in NPD.
N. students: 2/3	
Possible Methodologies	...
Students (name and surname)	- ...
Activities	Step 1: Literature Review Step 2: Research question(s) identification and research framework development Step 3: Data collection Step 4: Analysis Step 5: Writing thesis

Topic 7	Exploring AI Adoption in PMI Firms: Perceptions, Motivations, and Barriers to Integration
Aim	The objective of this thesis proposal is to investigate the role of artificial intelligence (AI) in small and medium-sized enterprises (PMI firms) by exploring their perceptions, motivations, and barriers regarding AI adoption. This study aims to understand how these firms view the potential of AI and the (enabling/hindering) factors influencing their implementation decisions.
N. students: 2/3	
Possible Methodologies	Survey and econometric analysis
Students (name and surname)	- ...
Activities	Step 1: Literature Review Step 2: Research question(s) identification and research framework development Step 3: Data collection (Crunchbase and other sources) Step 4: Analysis Step 5: Writing thesis

Topic 8	Exploring the strategic impact of the South2 initiative
Aim	The South2 Corridor is part of the European Hydrogen Backbone that is crucial for the development of an interconnected and diversified hydrogen backbone. With a hydrogen import capacity of 4 Mtpa from North Africa, the corridor could deliver more than 40% of the REPowerEU import target. The corridor has gained endorsement from institutions as well as the strong support from companies across the entire value chain and along the whole route from Italy via Austria to Germany. The thesis aims at reviewing the literature about the project and providing some strategic evaluation of it.
N. students: 1	
Possible Methodologies	Modelling through game theory approach
Students (name and surname)	- ...
Activities	Step 1: Review of the initiative documentation Step 2: Literature review about modelling strategic energy initiatives Step 3: Developing a game theory model Step 4: Analysis Step 5: Writing thesis

Topic 9	Developing a business plan for the MareMag Life Project
Aim	Magnesium hydroxide (MDH) has been increasingly suggested for use in various industries as an alternative to chemicals of concern, with the following two main applications: (i) use as flame retardant replacing the restricted brominated substances; (ii) use as neutralizing agent in wastewater treatment plants replacing difficult to handle and carbon intensive lime. The MareMag LIFE project uses residual brine from Sea-salt production in saltworks as feed. Once successfully demonstrated within Trapani saltworks in Italy. Among the others, the goal of this close-to-market project is to elaborate a clear market-focused strategy, targeting the scale-up of the project and the wider adoption across the Mediterranean and beyond.
N. students: 2	
Possible Methodologies	Market analysis Business plan through excel
Students (name and surname)	- ...
Activities	Step 1: Review of project documentation Step 2: Market analysis Step 3: Developing of a go-to-market strategy Step 4: Developing a business model and plan of the go-to-market strategy Step 5: Writing thesis