


Diversity Boost in Entrepreneurship

 **Key facts What: Master Thesis for 1-2 Students Mission:** Exploring diversity mechanisms in Entrepreneurship focusing on allyship (qualitative/quantitative) **When:** Start right away. *Applications are open!*

How to apply: Send me an e-mail to eger@cdtm.de with your CV.

Background

Entrepreneurship is a dynamic and challenging endeavor that requires not only innovative ideas and strategic planning but also a supportive environment to thrive. In recent years, the concept of allyship has gained recognition as a powerful tool for promoting inclusivity and diversity in various domains. This master thesis aims to explore the significance of allyship behavior within the context of entrepreneurship and how it contributes to the creation of inclusive ecosystems that foster success for all entrepreneurs, regardless of their backgrounds.

Goals

- Conduct large-scale quantitative data retrieval or qualitative research
- Leverage the CDTM network and talk to entrepreneurs across all fields about their perception on allyship
- Look into the theory of role congruity theory, social exchange or self-identity theory
- Assess effective allyship behavior through experiments

Profile

- You are reliable and self-driven
- You bring enthusiasm for education and innovation
- You are looking forward to doing user interviews and work with qualitative data.
- You are committed to scientific work and want to publish your first paper.

Impact of your Work

We do not want your research to gather dust in some corner of the bookshelf. Your work will have a direct impact on the empowerment of diverse founders in entrepreneurship. We offer the opportunity to work on-site (CDTM facilities in central Munich) or remotely. We want to publish your results.

How to Apply

If you are interested, please contact us by submitting your CV. We're greatly looking forward to hearing more about you!

 eger@cdtm.de

Who Am I

Hello, I am Vera - a psychologist, PhD student at the Institute of Entrepreneurship TUM with Prof. Hana Milanov and part of the CDTM management team. https://www.cdtm.de/cdtm_team/vera-eger/