



The Schöller Chair in Technology and Innovation Management (Prof. Dr. Henkel) offers an **empirical Master's Thesis** with the following topic

## Tell me where you come from - Start-ups' narratives

### Background and motivation

Where a company comes from determines its business model, the market it aims to serve, and how the company makes sense of all its moves in the business area. Start-ups make sense of their own history and tell outside actors their company's story in a certain way in order to legitimate their existence.

### Objectives

The study explores the narratives start-ups employ to tell the story of their company.

### Approach

You systematically collect data on several start-ups' story telling based on company publications, such as the start-up's website, its blog, twitter, and/ or Facebook.

You structure and code the collected data.

You analyze the collected data.

You frame your study in the light of legitimacy theory.

### Contact

Please contact me, **Katharina Tanimura** ([tanimura@wi.tum.de](mailto:tanimura@wi.tum.de)), if you are interested in the topic or have any further questions. Your application should include a **CV**, a current **transcript of records**, and a **Bachelor certificate**. For more information on our general requirements, the application procedure, and the style guidelines please go to <http://www.tim.wi.tum.de/index.php?id=210>.

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