



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

MUNICH SCHOOL OF MANAGEMENT
INSTITUTE FOR COMMUNICATION ECONOMICS (ICE)
PROF. DR. TOBIAS KRETSCHMER



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Munich, 12.04.2010

Re: Research Internships hosted by the Institute for Communication Economics at Munich School of Management, LMU Munich.

Dear Sir or Madam,

I am contacting you to inform you about an upcoming opportunity for your students to apply for a limited number of Research Internships hosted by the Institute for Communication Economics (ICE) at the Munich School of Management, LMU Munich. The Research Internships are for any two-to-three-month period between July-December 2010 and will cover flight, accommodation, and subsistence expenses of successful candidates.

ICE Profile

The ICE was established in 2006 and is supported by the Deutsche Telekom Foundation. Led by Professor Tobias Kretschmer, the ICE comprises an interdisciplinary and international group of scholars trained in economics, management, and information systems, working on topics of technology adoption and diffusion, organizational complementarities to ICT, industry dynamics and firm strategies in network industries. The Institute's teaching includes specialized courses on Management and Economics of Network Industries, as well as more general courses at the undergraduate, masters, and PhD level.

Internship holders' role

Interns will be working closely with a member of the team (academic mentor) and offered supervision and guidance towards the development of selected research projects. Interns are expected to support their associated academic mentors with their research projects and may work towards a related thesis or term paper at their home institution (if applicable). Their contribution will involve reviewing the relevant literature, data collection, and if possible, data analysis, among others. The intern will work in depth on one or two discrete research projects.

To support the Internship holder with the research deliverables, the Institute will provide access to office and computing facilities. Moreover, the Institute will grant access to its large variety of quantitative financial, technological, and strategy-related data accessed through databases, such as, "Worldscope", "Datastream", "AMADEUS", and "OSIRIS". The Institute will also grant access to its subscribed base of academic journals.



Applicant's profile

The Research Internships are targeted at Management or Economics undergraduate students in their last year of studies, or Master's level students at any stage of their studies, who have a strong interest in pursuing research in network industries, such as telecommunications markets, software and hardware industries, among others.

The Research Internships require applicants to hold or expect to possess a degree (of at least Upper Second Class level) in any Business Studies/Management, or Economics specialization. They are open to EU and international candidates with both exceptional academic qualifications and a strong commitment to acquiring research training to fulfill their respective studies.

Students are expected to be familiar with qualitative and quantitative research methods. The Institute is an international research body where research, seminars, workshops, and major courses are conducted in English; therefore, German is not a requirement. Applications are welcomed from outstanding graduates who are strongly committed to high-quality academic research in any of the general academic fields of the Institute.

Suitably qualified candidates should in the first instance supply the following:

- A statement up to 200 words of which academic field of the Institute they would like to pursue scholarly research in and why they think they could do so successfully. You can find information about the different fields online at: <http://www.en.ice.bwl.uni-muenchen.de/research/internship/index.html>
- The name of at least one ICE academic member who they think might be an appropriate mentor for their research interests. You can find information about the Institute's academic mentors online.
- A full academic CV, including grades and other evidence of academic ability, achievement, and excellence.
- The full contact details of one (ideally two) academic referee who will be prepared to give references at possibly short notice.

All supporting documents should be sent electronically (p.symeou@lmu.de) or by post:

Ludwig-Maximilians-Universität München
Munich School of Management
Institute for Communication Economics (ICE)
Prof. Dr. Tobias Kretschmer
Schackstr. 4/III
80539 Munich
Germany

Application deadline is 25 May 2010.

For further inquiries, please contact Dr. Pavlos Symeou at p.symeou@lmu.de. Further information on the ICE's research profile can be found at <http://www.en.ice.bwl.uni-muenchen.de/research/index.html>.

Yours faithfully,

Prof. Dr. Tobias Kretschmer
Institute for Communication Economics

Research Topics for the International Interns

1. Innovation Strategies in Systems Industries

Project leader: Prof. Tobias Kretschmer

This project entails an empirical study of innovation strategies in systems industries. The research will involve collection, organization and detailed analysis of patent and technology data, especially of network and systems technologies.

2. Understanding technological convergence and its impact in the network industries.

Project leader: Dr. Pavlos Symeou

Technological advancements, falling regulatory barriers, and managerial creativity have facilitated the development of technological convergence: a situation in which products and services (mainly related to electronic communications) that previously served distinct needs integrate becoming complements or substitutes for existing and new needs. In effect, market boundaries become blurred and firms that once operated in separate markets or served different needs may find it easy to operate in another market or serve a different set of needs. Examples being, among others: the integration of computing capabilities with wireless communications which emerged from the collaboration between telecommunications service providers and PC manufacturers and resulted in the “netbook”, or the evolving idea of “Internet TV”, that emanated from the amalgamation of the capabilities of TV manufacturers and Web portals providers. There is however little theoretical work and even less empirical work dedicated to understanding the concept of convergence. Particularly, there is a range of very interesting topics we are involved with that revolve around the links between technological convergence and the literatures on business strategy, competitor identification, and international entry mode decisions. Interested research Interns will be involved in accumulating data resources, and analysing data using Excel and Stata.

3. Cultural organisations and Marketing activities

Project leader: Dr. Pavlos Symeou

The recent transformation of cultural organizations has altered their relationship with the public evidenced by their engaging in market research and analysis of public perceptions about their identity, mission and services. This project intends to examine whether, among different factors, museums undertake marketing techniques to promote their services and how these marketing processes impact their performance. The research design will involve an econometric analysis of data for a sample of major international museums. The research intern will be involved in data collection from various databases and prepare a dataset that will be used for the analysis of relevant questions.

4. How do Firms Improve Their Environmental Performance?

Project leader: Dr. Pavlos Symeou

Several authors have asserted that “underperforming” firms, from an environmental standpoint, encounter stakeholder pressures to improve their environmental performance. In this project we aim to examine how different stakeholder pressures, such as the media, the shareholders, the customers, or policy makers affect the environmental performance of a sample of firms. Interns are expected to review the relevant literature and complement an existing dataset with additional data to examine pertinent questions.

5. Micro-level foundations of the video game industry

Project leaders: Thorsten Grohsjean and Joerg Claussen

In the last ten years the U.S. video game industry has grown enormously. Revenues increased from \$ 4.45bn in 1997 to \$ 15.34bn in 2007 and the industry became the fastest growing segment of the entertainment industry with an average annual growth rate of 12.8 %. In research, this industry has so far mainly been analyzed from a hardware perspective and the few studies on the software side only build on aggregated data. Within the scope of the project, a rich data set about the video game will be constructed, matching micro data on a developer as well as on a user level with revenue data. With this data, a multitude of research questions can be addressed, ranging from the impact of team composition on project success to micro-level diffusion studies. More specifically, this could help giving answers to questions like: Why do people who own already a PS3 buy a Wii? How should a project team be organized if one wants to develop a sequel to a best-selling game? Do players of ego shooters sometimes also play Sing Star?