



Master's Thesis with the preliminary title

Corporate Purpose and Firm Performance

Research Area:	Corporate Purpose, Strategy, Firm performance, Stakeholder management, Sustainability
Start:	As of now
Application:	Application with CV and transcripts to juergen.hamann@tum.de

Abstract

The concept of corporate purpose has received considerable attention in both research and practice. Previous research on the relationship between purpose and firm performance shows ambiguous results: some authors find a positive relationship between purpose and firm performance, others do not. Still, strategy research sees great potential in embracing and communicating a corporate purpose to create competitive advantage.

In a research project funded by the German Federal Ministry for Economic Affairs and Climate Protection, we developed a methodology that brings together different streams of research to develop a more comprehensive approach to measuring purpose and its impact on firm performance. As part of the project, we developed an online demonstrator that serves as a proof of concept for this methodology (see: www.corporate-purpose.com).

This thesis aims to shed light on the relationship between purpose and firm performance by collecting survey data using this online-based tool. By examining the relationship between different levers of purpose, measured by cultural and sustainability criteria, and interpreting the results, this thesis aims to provide empirical evidence on the relationship between corporate purpose and firm performance, which we call *Return on Purpose*. A link to existing concepts in the literature extends the current state of the art on corporate purpose.

Research questions

The following research questions shall be considered:

- What is the relationship between Corporate Purpose and business success, i.e., firm performance?
- Which stakeholder interests have the greatest impact on firm performance?
- Which measures should firms take to have a positive/increase the *Return on Purpose*?

Various

The work involves literature-based as well as empirical work and therefore requires **above average grades**, especially in strategy and statistics courses during your studies. Work can be taken up immediately and at any time.

If interested, send your documents to:

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