

Master's Thesis with the preliminary title

The Economics of efficient Corporate Purpose

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| Research Area: | Corporate Purpose, Economics, Pro-sociality, Strategy |
| Start: | As of now |
| Application: | Application with CV and transcripts to juergen.hamann@tum.de |

Abstract

The concept of corporate purpose is attracting considerable attention in both research and practice. In the strategy domain, purpose is seen as a source of sustainable competitive advantage. In the business domain, on the other hand, purpose is seen as a driver of prosperity that unites societal and business needs. This represents a broader view of purpose within the economical landscape, not just the corporate perspective.

For businesses, on the other hand, it is counterintuitive to forgo profits in order to be more profitable in the long run. In addition, sustainability has been, and to some extent still is, perceived as a cost driver, at least in the short term. Especially for companies that follow the shareholder value principle, there is no theoretical basis to take such actions.

Therefore, the aim of this thesis is to develop a *business case for corporate purpose*. The empirical analysis should consider the costs of pro-social actions as well as the financial value creation within the firm and identify efficiencies and inefficiencies in the trade-offs between both variables. Thus, this work will not only advance theoretical understanding, but also provide practical implications for companies and decision makers seeking to improve their competitive and financial position through purpose.

Research questions

The following research questions shall be considered:

- What is the relationship between pro-sociality and financial performance...
 - ...in the short term?
 - ...in the long term?
- Where is the break even point between cost of pro-sociality and financial return?

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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