

Master seminar in summer term 2024

International Management and Social Entrepreneurship



**Experimental research in the field of
crowdfunding platforms and investment
decisions**

Prof. Dr. Suleika Bort
Kevin Koziol

- **Research topic:** The impact of **crowdfunding platforms' features, characteristics, and design** on investment decision
- **Target group:**
 - students who are interested in experimental research and/or
 - students who want to write their master thesis at the Chair of International Management and Social Entrepreneurship.
- **Objectives:**
 - The aim of the seminar is to become familiar with the principles of empirical research.
 - This includes in particular the creation of questionnaires, the collection and analysis of data and the presentation of scientific results.

Date	Topic	Time
Friday, 19.04.2024	Kick off and topic discussion	12.00 pm – 04.00 pm
Friday, 03.05.2024	Introduction to experimental research	12.00 pm – 04.00 pm
Friday, 24.05.2024	Quantitative analysis techniques and introduction to STATA	12.00 pm – 04.00 pm
Friday, 12.07.2024	Final presentation	12.00 pm – 04.00 pm
Friday, 02.08.2024	Submission of seminar paper	Until 12.00 pm

The dates are under reservation!

- **Grading of the seminar**
 - Seminar paper: **60%**.
 - The final presentation: **40%**.
 - The overall grade is based on the 'portfolio approach'.

- **Scope**
 - **Seminar paper:** 20 pages (without tables, figures, references and appendix)
 - **Final presentation:** 20 minutes + discussion

- **Maximum number of participants:** 10

- Ahlers, G. K. C., Cumming, D., Günther, C., & Schweizer, D. (2015). Signaling in Equity Crowdfunding. *Entrepreneurship Theory and Practice*, 39(4), 955–980. <https://doi.org/10.1111/etap.12157>
- Belleflamme, P., Lambert, T., & Schwienbacher, A. (2014). Crowdfunding: Tapping the right crowd. *Journal of Business Venturing*, 29(5), 585–609. <https://doi.org/10.1016/j.jbusvent.2013.07.003>
- Belleflamme, P., Omrani, N., & Peitz, M. (2015). The economics of crowdfunding platforms. *Information Economics and Policy*, 33, 11–28. <https://doi.org/10.1016/j.infoecopol.2015.08.003>
- Cumming, D. J., Vanacker, T., & Zahra, S. A. (2021). Equity Crowdfunding and Governance: Toward an Integrative Model and Research Agenda. *Academy of Management Perspectives*, 35(1), 69–95. <https://doi.org/10.5465/amp.2017.0208>
- Dushnitsky, G., & Fitza, M. A. (2018). Are we missing the platforms for the crowd? Comparing investment drivers across multiple crowdfunding platforms. *Journal of Business Venturing Insights*, 10, e00100. <https://doi.org/10.1016/j.jbvi.2018.e00100>
- Gaessler, F., & Pu, Z. (2018). Openness as Platform Strategy—Evidence from a Quasi-Experiment in Crowdfunding. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3133042>
- Hoegen, A., Steininger, D. M., & Veit, D. (2018). How do investors decide? An interdisciplinary review of decision-making in crowdfunding. *Electronic Markets*, 28(3), 339–365. <https://doi.org/10.1007/s12525-017-0269-y>
- Mochkabadi, K., & Volkmann, C. K. (2020). Equity crowdfunding: A systematic review of the literature. *Small Business Economics*, 54(1), 75–118. <https://doi.org/10.1007/s11187-018-0081-x>
- Rossi, A., & Vismara, S. (2018). What do crowdfunding platforms do? A comparison between investment-based platforms in Europe. *Eurasian Business Review*, 8(1), 93–118. <https://doi.org/10.1007/s40821-017-0092-6>

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Professor Dr. Suleika Bort
Head of Chair
HK 14b, 228
Suleika.Bort@uni-Passau.de



Kevin Koziol, M.Sc.
Research Associate and Doctoral Student
HK 14b, 229
Kevin.Koziol@uni-Passau.de

