
Master Thesis Topics
Institute of Economics and Business
Chair for Strategic and Values Oriented Management
(last updated: 04.2026)

If you are interested in one of the topics, please contact the assigned topic supervisor for a first discussion. We kindly ask you to refrain from contacting several members of the Chair for Strategic and Values Oriented Management at the same time.

The supervision of master theses in cooperation with a company will only take place if a confirmation of supervision has been received.

Supervisors:

Sebastian Klare: Sebastian.klare@fau.de

Topics:

1. Sustainability Communication (*Sebastian Klare*)

- Greenhushing: Reasons and implications of avoiding communication on sustainability-related topics
- Consumer confidence and greenwashing: What role does transparency play in corporate credibility?
- Systematic analysis of widespread greenwashing practices
- Greenwashing as a strategic risk: An analysis of reputational risks
- Perception of sustainability claims and greenwashing among consumers
- Communication of sustainability-related topics for MNCs operating in Global South countries