Master's theses topics 2024/2025 for English taught programmes

Supervisor's name, room number in Delta	Master's thesis topic (or subject, keywords)	Remarks
	Chair of Entrepreneurship	
Piia Vettik-Leemet (4046)	Entreprise creation and sustainability in Estonia	
	Entrepreneurial behaviour and technology entrepreneurship	
	Comparatve analysis of entrepreneurial ecosystems in EU	
	Entrepreneurship Ecosystems and it`s influence on Entrepreneurial activity	
	Strenghts and weaknesses of Estonia`s entrepreneurial ecosystem	
	Chair of Management	
Krista Jaakson (4049)	Internal vs external channels for reporting on wrongdoing at the workplace: what determines the choice for a whistleblower?	Quantitative study based on data from Estonia, Poland and Denmark.
Endel Hango	The effect of Collective Intelligence to organisational performance	12.09 in Delta until 12 noon (you can also contact me via e-mail endel.hango@ut.ee)
	Chair of Economic Modelling	
Hakan Eratalay	Topics related to macroeconomic forecasting, financial econometrics	email: hakan.eratalay@ut.ee
Andres Võrk (4020)	Counterfactual impact evaluation of Estonian active labour market policy measures	
	Topics related to health economics and health policy	
Jaan Masso (4021)	Public-private sector wage gap	
	Economic performance of family firms	
	Relation between innovation and employment using cross-country data	
	Performance of platform economy employees and companies	
	Environmental innovation effects and factors	
	The economic effects of gender quotas	

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Helen Poltimäe (4018)	Pricing mechanisms for sustainable resource use	
	Incorporation of sustainability principles into supply chain management	
	Consumer readiness to adopt sharing economy business models	
	Chair of Economic Theory	
Eve Parts (4039)	Topics related to social aspects of economic development	
	Topics related to green growth/degrowth/A-growth	
	Topics related to population aging	
	Chair of Finance and Accounting	
Mariia Chebotareva (4025)	Public Management of green spaces - citizens' perspective	
	Materiality Assessment in Sustainability Reporting	
	Bibliometric analysis of consumer behaviour in circular economy	co-supervision with Junior Research fellow Toghrul Pashabayli
	Instances of inter-municipal cooperation in Estonia (e.g. case of Tartu 2024)	co-supervision with Associate Prof. Diana Eerma
Peeter Peda	Changing management control systems/practices in times of (economic) crisis and deep uncertainty (topic to be specified with supervisor)	Qualitative research methods. Contact via e-mail peeter.peda@ut.ee Not available on 12.09 in Delta
	Relationships between management control systems (MCS) design and various dimensions of organizational performance (topic to be specified with supervisor)	
	See also topics offered by SEB Pank below	
	Chair of International Business and Innovation	
Tiia Vissak (4031)	Firms' measurement of internationalization success vs. failure: a case study	
	Making internationalization-related decisions in the VUCA world: a case study	
Anastasiia Pustovalova	Determinants of the gender wage gap (with a focus on Estonia)	The further focus can be on digitalization, firm-level factors, distribution into industries and/or occupations, skill

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		subgroups (e.g., those with higher education or those without) etc. Please contact via email anastasiia.pustovalova@ut.ee
Priit Vahter (4035)	How does automation affect productivity/firm performance? The role of complementarities and firm level capabilities	Econometric analysis, either using Estonian firm level panel data (available from Statistics Estonia) or, alternatively, sector-country level data from International Federation of Robotics.
	Topics related to international trade and global value chains, learning by exporting	Econometric analysis
	Topics on determinants of productivity and innovation at firms or on effects of internationalization of firms: needs to be specified with supervisor	Econometric analysis
	Topics related to determinants and effects of foreign direct investments (either based on aggregate or micro-level data), including determinants of FDI from emerging market economies	Econometric analysis
	Determinants of productivity dispersion at firms: the role of international trade and competition (topic needs to be specified further with supervisor)	Econometric analysis
	Determinants and effects of eco-innovation at firms	Econometric analysis
Oliver Lukason	Business failure prediction (exact topic to be specified with supervisor)	Econometric, data available, but can also be own dataset (e.g. from a credit institution), contact via e-mail to schedule time
	Export entry/exit prediction (exact topic to be specified with supervisor)	Econometric, data available, contact via e-mail to schedule time oliver.lukason@ut.ee
	Chair of Public Economics and Policy	
Toghrul Pashabayli (4013)	Gamification as tool for enhancing consumer engagement in Circular Economy practices	
	Influence of media on consumer adoption in Circular Economy practices	

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Diana Eerma (4014)	Instances of inter-municipal cooperation in Estonia (e.g. case of Tartu 2024)	Co-supervision with Mariia Chebotareva
	Bibliometric analysis of consumer behaviour in circular economy	Co-supervision with Mariia Chebotareva/ Toghrul Pashabayli
	Social accounting for evaluation of economic activities	
Tanel Hirv tanel.hirv@ut.ee	MDPI and Open Access: A Comparative Analysis of Impact on Country and Journal Metrics	Econometric analysis
	Evaluating Scientific Influence: Analyzing Scholarly Citations in Patents as Indicators of Innovation	Econometric analysis
	The Relationship Between IQ Scores and Earnings in Different Majors	Econometric analysis. Based on the FiveThirtyEight dataset, along with SAT and GRE scores.
	Topics related to bibliometrics	
Kadri Ukrainski (4016)	Innovation Policy-Mix Supporting New Technologies in OECD Countries	Quantitative analysis, take 1(or 2) students on this topic (together)
	Varieties of Entrepreneurship analysis in CEE Countries Based on Varieties of Capital Arguments	Quantitiative analysis (cluster analysis) based on your own data search
	Comparative Innovation Policy Mix in X Countries	Mixed method based on your own interest

Topics offered by SEB Pank. The topic will have an expert from SEB to help supervise the thesis.

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Topic	Description
Comparative Analysis of Sustainability Strategies of Baltic Banks	The financial sector plays a pivotal role in promoting sustainability, and Baltic banks are no exception. This topic provides an overview and critical analysis of the sustainability strategies adopted by banks in the Baltic region. The methodology will include a comparative analysis of sustainability reports and expert interviews. The objective is to assess the current practices, conduct comparative analyses and future outlook.

	Sustainability Strategies of Corporate Businesses	As sustainability becomes a critical business imperative, corporates need to develop and maintain sustainability strategies. This topic investigates the various approaches businesses take to integrate sustainability into their operations, in other words corporate sustainability strategies. The research will involve content analysis of sustainability reports and interviews with key stakeholders. The aim is to map sustainability strategies for corporates, identify patterns, analyze strategies, identify challenges, impact on their stakeholders such as suppliers and customers, and future outlook.
	Practical Strategies for Promoting Environmental Sustainability Among Employees	With increasing emphasis on sustainability, companies need effective strategies to encourage environmentally friendly behaviors among employees. This research will explore practical means to achieve this goal. This thesis will investigate how companies can nudge or encourage their employees to adopt more sustainable practices at work. It will focus on practical interventions and their effectiveness. The research will use a combination of literature review, experiments and surveys. The expected outcome is a set of practical recommendations for companies to promote sustainability among employees. This will include tested interventions and guidelines for implementation.
	Customer Expectations on Banks Providing Third-Party Offers	Understanding customer expectations regarding third-party offers is crucial for banks to enhance customer satisfaction and provide better offers. This topic explores how customers perceive, use, and what they would like to see from banks in connection to third-party offerings. The research will involve conducting interviews to gather qualitative data on customer perceptions and preferences. The objective is to identify key expectations and provide recommendations for banks to improve their third-party service offerings.
	How do Private Customers choose a bank?	Identifying the factors that influence private customers' choice of banks is essential for banks to tailor their services and attract more clients. This topic examines the parameters and considerations private customers assess when selecting a bank. The study will use interviews to gather insights into customer decision-making processes. The goal is to determine the most critical factors and suggest strategies for banks to enhance their appeal to potential customers.
	Preferences for Financial Advisory Services Among Private Customers	Understanding how private customers prefer to receive financial advisory services can help banks tailor their offerings to meet customer needs. This topic explores what kind of financial advisory customers value and the preferences for digital, hybrid, and personal financial advisory services, including the motivations and reasons behind these choices. The study will use interviews to gather qualitative data on customer preferences and influencing factors. The goal is to identify trends and provide recommendations for banks to optimize their financial advisory services.
	Role of financial services in supporting E-Commerce growth in the Baltic Region	Analyzing the trends and development of e-commerce in the Baltic region is essential for understanding the market dynamics and growth opportunities. This topic examines the current trends in e-commerce and identifies what kind of financial services are needed to support growth. The research will involve analyses of existing research and interviews with stakeholders to gather insights into their growth strategies and financial service

		requirements. The objective is to provide a comprehensive analysis and suggest ways to enhance e-commerce development in the region.
	Enhancing User Engagement in Everyday Banking Services	Engaging customers in mundane banking tasks can increase their interaction with banking products and improve customer satisfaction and loyalty. Identifying principles for making these services engaging can benefit both banks and their customers. This thesis will explore how everyday banking services, such as payments, can be made more engaging for customers. It will involve creating examples and identifying key principles for enhancing user engagement. The research will use a mixed-methods approach, combining interviews to gather customer insights. Prototypes of engaging banking services will be developed and tested with users. The expected outcome is a set of principles and practical examples for making everyday banking services more engaging. This will provide banks with actionable strategies to enhance customer interaction and satisfaction.
	The Evolution of Mobile Banking	As mobile technology rapidly evolves, understanding its impact on banking services is essential for staying competitive. This research will provide insights into future trends and recommendations for mobile banking strategies. This topic will analyze how mobile banking is changing in terms of technology, processes, behavior, and usage. It will offer recommendations on how banking services should adapt to these changes. The study will conduct a comprehensive literature review and trend analysis, supplemented by expert interviews. It will also include a comparative analysis of current mobile banking applications. The thesis aims to provide a detailed analysis of future trends in mobile banking and practical recommendations for banks. The outcome will help banks to innovate and stay ahead in the mobile banking sector.
	Saving and Investment Habits of Estonians	Qualitative Research: Understanding the saving and investment habits of non-experts is crucial for developing effective financial literacy programs. This topic explores the behaviors, motivations, and challenges faced by individuals without formal financial education. The research will employ interviews to gather insights. The objective is to gain a deeper understanding of why people do and do not invest for the future and provide recommendations for improving financial literacy and willingness take investment action that improve their financial future. The target group is people who have the funds to save, but are not advanced in financial literacy.
	Future Competencies and Skills for Digital Banking	As banking becomes increasingly digital, understanding the necessary competencies and skills for future digital banking is vital for workforce development. This topic investigates the skills and competencies that employers will require for digital banking in the future. The research will involve analyses of existing studies and interviews with industry experts to identify key skills and competencies. The objective is to provide a mapping of skills and competences to aid hiring people for digital banking.

	Banking Needs and Preferences of Senior Citizens	Understanding the banking needs and preferences of senior citizens is essential for providing age-appropriate services. This topic explores the motivations, needs, challenges, and preferences of senior citizens who visit branch offices. The study will use qualitative methods, including interviews, to gather in-depth insights. The goal is to identify specific needs and provide recommendations for banks to improve their services for senior citizens.
	Mapping the Life-Cycle of Companies and the Role of Banks in Supporting Growth	Understanding the life-cycle of companies from start-up to large corporate is crucial for identifying their evolving needs and the role banks can play in supporting their growth. This topic aims at identifying different phases of life-cycle, explores the specific needs of companies at each phase, and the products and services banks can offer at each phase to support their business and help them overcome challenges and evolve. The research will involve analyzing public datasets and conducting interviews to map a life-cycle model for companies. The objective is to provide a framework that banks can use to tailor their offerings to support companies at different stages of their development.
	Comprehensive Analysis of Corporate Performance: Utilizing Public Datasets to Assess Economic Activity and FX Transactions	Assessing the economic activity of large SMEs and corporates, particularly their engagement in exports, is essential for understanding currency flows within a country. This study investigates the use of public datasets, such as annual reports and export data, to approximate the level of economic activity and FX transactions of large corporates. By analyzing various public datasets, the study aims to determine their applicability and accuracy in estimating currency flows and FX transactions. The objective is to identify reliable data sources and methodologies that can be used to assess multiple aspects of corporate performance, including the economic impact and foreign exchange activities of large companies.
	Designing User-Friendly Digital Banking Interfaces for Senior Citizens	Senior citizens are important segment for banks. Understanding their unique needs and preferences can significantly enhance their banking experience. This topic will investigate the specific needs and preferences of senior citizens regarding digital banking. It will then develop a prototype of banking interface for internet bank. The study will employ qualitative methods, including interviews and testing with senior citizens, to gather data on their preferences and challenges. This will be followed by iterative design and usability testing to develop and refine the digital banking interfaces. The thesis aims to create a set of design guidelines and a prototype for digital banking interfaces that cater specifically to senior citizens.
	Customer Satisfaction in the Age of Digital Transformation	The evolving landscape of customer satisfaction in the digital age presents a compelling area for research. This topic explores the future determinants of customer satisfaction as customers become increasingly digital and their behaviors and interactions with service providers change. The research will investigate how customer satisfaction will be impacted and identify new models for ensuring and fostering customer satisfaction for companies distributing their products via digital channels. The methodology will include a mixed-methods approach, combining review of literature (mostly grey) with qualitative interviews to understand changing customer behaviors and strategies companies can take to lay the foundation for positive customer satisfaction in the next 5-7 years. The expected outcome is to provide

		insights (possibly framework) that companies can adopt to enhance customer satisfaction in a digital-first environment.
	Redefining How We Measure Customer Satisfaction: Current Approaches and Future Innovations	Customer satisfaction is more important than ever before, as companies who fail to satisfy customers lose both customers and revenues. This topic focuses on reviewing existing methods of measuring customer satisfaction, including aspects, features, frequency, and emerging new ways. The research will explore how customer satisfaction can be measured today and in the future. The methodology will involve a comprehensive review of literature and case studies (and possibly interviews) to map current methods and identify future measurement techniques. The expected outcome is a detailed mapping of methods and recommendations for measuring customer satisfaction over the next 5 to 7 years.