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**[Topic]**

**Bachelor Thesis / Master Thesis / Seminar Paper**

in Business Administration/International Business Administration/

European Business Administration/Business and Economic Education

at the Department of Social and

Economic Sciences

Otto-Friedrich-University Bamberg

Module: [only specify for seminar paper, e.g. Research Seminar on International Innovation Strategies]

Chair: Business Administration, esp. Innovation Management

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Field of Study: [e.g. Business Administration, Bachelor’s Degree]

[x. term of studying in this field/ x. term at university]

Date of Submission: [MM/DD/YYYY]

****Abstract****

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List of Abbreviations

|  |  |
| --- | --- |
| KBV | Knowledge-based view |
| RBV | Resource-based view |
| …. | …. |
| …. | …. |
| …. | …. |
| …. | …. |

(if applicable) List of Symbols

|  |  |
| --- | --- |
| **Symbol** | **Description** |
| m | mass |
| T | time |
| …. | …. |
| …. | …. |
| …. | …. |

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# Introduction to the Topic

[This is an example text to show how paragraphs should look like. A new paragraph is indicated by starting a new line.

So, this should look like this. Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text]

## [Heading of the subchapter]

…

…

…

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## [Heading of the subchapter]

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…

…

…

### [Paragraph of a subchapter]

[Body]



Figure 1: Phase Model of Path Dependencies

Source: Sydow et al. (2009), p. 692



Figure 2: Stakeholder Typology

Source: Author’s own based on Mitchell et al. (1997), p. 872

[Text Body]

### [Paragraph of a subchapter]

[Text Body]

## [Heading of the subchapter]

[Text Body]

### [Paragraph of a subchapter]

[Text Body]

### [Paragraph of a subchapter]

[Text Body]

# [Main Section]

## [Text Body]

### [Text Body]

### [Text Body]

[Text Body]

[Text Body]

Table 1: Differences between Traditional Service and Contract Service

Source: Razzaque & Shang (1998), p. 91

|  |  |
| --- | --- |
| **Traditional services** | **Contract services** |
| Not tailored | Tailored |
| Usually one-dimensional – trucking or warehousing for example | Are multi-dimensional, linking transportation, warehousing, inventory management, systems and others |
| Shippers aim to lower transportation cost through a contract | Goal is to lower total cost while providing better service and more flexibility |
| Contracts tend to run for a year or two | Contracts are more likely to be of longer duration, multi-year arrangements negotiated at a higher management level |
| Require expertise in, say, transportation of packaged materials | Requires broad logistics and analytical skills |
| Contracts generally take less time to negotiate | Contracts generally take more time to negotiate |
| Simpler arrangement and relatively low switching costs | Complexity of arrangements leads to higher switching costs |

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Annex

##### Annex 1: Interview guidelines

Source: Author’s own

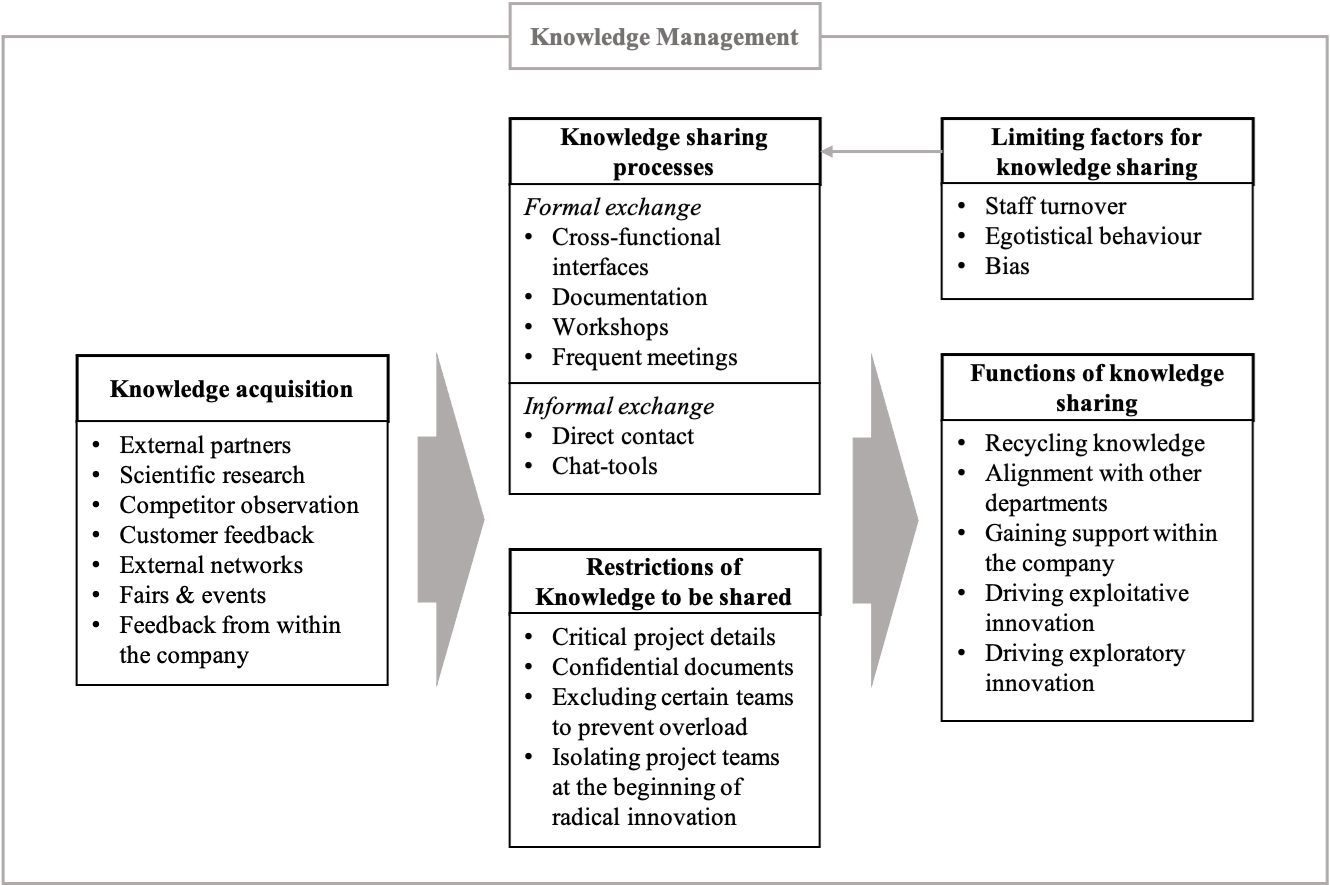
Preliminary note

The aim of my survey is to…

1. Question
2. Question
3. …

##### Annex 2: Overall concept

Source: Author’s own



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