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**[Topic]**

**Bachelor Thesis / Master Thesis / Diploma 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

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]

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# List of Abbreviations

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

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# 1 Introduction to the Topic

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Figure 1: Phase Model of Path Dependencies

Source: Sydow/Schreyögg/Koch (2009), p. 692



Figure 2: Stakeholder Typology

Source: Own illustration; following Mitchell/Agle/Wood (1997), p. 872

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Table 1: Differences between Traditional Service and Contract Service

Source: cf. 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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# (if applicable) Appendix

**Declaration**

*The correct statement of declaration should be used from the confirmation letter of the bachelor / master thesis (“Thema-Bestätigung”) following the examples stated below:*

[Obligatory for: Business Administration Bachelor’s Degree/European Business Administration Bachelor’s Degree/Business Administration Master’s Degree/European Business Administration Master’s Degree/Business and Economic Education Master’s Degree]

Ich erkläre hiermit gemäß § 6 Abs. 3 PO, dass ich die vorstehende Bachelorarbeit/Masterarbeit selbständig verfasst und keine anderen als die angegebenen Quellen und Hilfsmittel benutzt habe.

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