

ÄRIJUHTIMINE/BUSINESS ADMINISTRATION

Teema/Topic	Juhendaja(d) /Supervisor(s)	Teema kirjeldus/Description of the topic	Keel/ Language (ESTonian/ ENGLISH)
Firms' use of export support measures in the (non-) VUCA environment	<p>Tiia Vissak tiia.vissak@ut.ee</p> <p>Oliver Lukason oliver.lukason@ut.ee</p>	<p>You will conduct qualitative (case study) and/or quantitative research and study which export support measures Estonian firms have used in VUCA (volatile, uncertain, complex and ambiguous) and non-VUCA environments (during more stable times) and how this has affected their international (e.g., foreign market entries, exits and re-entries) and overall (including financial) performance. You will also find out which principles Estonian agencies supporting exports have followed to give such support to firms: how they have measured firms' export and financial performance to determine to whom to give assistance, if their support measures have changed due to VUCA and how they assess the success or failure of their export support measures.</p>	ENG
The economic impact of digital nomadism on local economies	<p>Eneli Kindsiko eneli.kindsiko@ut.ee</p>	<p>The digital transition, accelerated by the COVID-19 pandemic, has been redefining the labour markets worldwide and giving rise to new, technology-enabled work organisation practices. Digital nomadism is a lifestyle of remote working and perpetual international travel enabled by digital technologies and new work organisation practices. The economic dimension of digital nomadism is almost entirely absent from the academic discourse. This doctoral project-to-be would aim to critically examine the impacts of digital nomads' presence on local economies in the light of governments' strategic response to digital nomadism. One of the study countries would be Estonia (yet adding also another case country as comparison), as it recently introduced flexible work visas or residency programmes explicitly targeted at digital nomads – the Digital Nomad Visa. The project would apply mixed methods, as to cover both quantitative and qualitative paradigm.</p>	ENG

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The sustainability of small, ageing, and non-English academic labour markets	Eneli Kindsiko eneli.kindsiko@ut.ee	The objective of this project is to provide new knowledge on the sustainability challenges of the small, non-English and ageing academic labour markets on the example of Baltic countries. The project helps to map the challenges of the Baltic academic labor market, with a special focus on the accelerating effect brought by the Covid-19. The main focus will be on generational (ca 20% of academic staff in Estonia and 25% in Latvia are over 60 years of age) and gender challenges (females most engaged in teaching, thus Covid hit them the most in terms of increased work load due to distance teaching and domestic duties), as recent studies have shown how early-career and female academics have taken biggest toll in their career from Covid-19. The PhD project may focus on the whole Baltic academic labour market, or just one (Estonia, Latvia, or Lithuania). The study would entail mixed methods - career tracking, quantitative labour market analysis to reveal trends, and in-depth interviews.	ENG/EST

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<p>The change/dynamics of mandate of Estonian subsidiaries of MNCs in the process of restructuring of global value chains</p>	<p>Urmas Varblane urmas.varblane@ut.ee</p> <p>Maaja Vadi maaja.vadi@ut.ee</p>	<p>The headquarter-subsidiary relationship is crucial for the overall functioning of MNCs (Kostova et al, 2016). According to literature, the degree of integration of a subsidiary in the MNC seems to be the most important factor affecting the autonomy of managers. The autonomy of subsidiaries depends critically on the existing capacities and their evolution. The better a subsidiary is performing in comparison to other corporate units, the more autonomy its managers could enjoy. A subsidiary managers' initiative is closely linked with power creation. Power can be gained by having an ability or a capability or by possessing something with which it is possible to control somebody else. Power within a functional specialization may be labeled "functional power", while power related to the strategic direction of the MNC as a whole may be termed "strategic power". (Mudambi et al. 2014)</p> <p>This study focuses on the Estonian subsidiaries of MNCs and it targets dynamics of their mandate which is associated with their autonomy and functional or strategic power.</p> <p>The rationale for that study derives from notion that managing a subsidiary effectively is not simply about carrying out the mandate awarded by the parent company, but rather about fulfilling the current mandate in a superior way and taking strategic initiatives which add new value to the corporation. (Delany 2000).</p> <p>Data</p> <p>We have extensive data deposit for analyzing of MNC subsidiaries during the period 1996-2022. Since 1996 in cooperation with the Estonian Foreign Investment Agency seven surveys "Foreign Investor " have been conducted. These surveys have covered among other themes (motivation, innovation, transfer of technology and management experience etc.) also the autonomy of local managers within the multinational corporations. In 2009 and 2020 semi-structured interviews (in total around 80) were also held with the CEOs of subsidiaries of foreign owned firms in Estonia. Among the other issues also autonomy questions were asked. (PLEASE ASK MORE DETAILED DESCRIPTION FROM POTENTIAL SUPERVISORS)</p>	<p>ENG</p>

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<p>Juhtimisvaldkonnad ja nende käsitlemine Eestis (knowledge of Estonian language required)</p>	<p>Maaja Vadi maaja.vadi@ut.ee</p> <p>Anne Reino anne.reino@ut.ee</p>	<p>Juhtimine on valdkond, mis on seotud laiemate globaalsete ja lokaalsete ühiskondlike protsessidega. Kui ajas tagasi liikuda, siis saab välja tuua, et Eesti juhtimispraktikat ja -paradigmasid on mõjutanud nii anglo-ameerika koolkonnad, Skandinaavia, saksakeelne kultuuriruum, kuid oma jälje on jätnud ka ka endine Nõukogude Liit ja selle ideoloogia. Siiani puudub Eesti juhtimisteaduse, sh eestikeelse terminoloogia arengu süstemaatiline teaduslik retrospektiivne käsitlus. Omakeelse mõtte arengu kaardistus ning käsitlus on oluline rahvuskultuuri säilimise ja tuleviku perspektiivist.</p> <p>Doktoritöö skoop hõlmab: (1)juhtimisteaduslike teemakäsitluste kaardistamine Eestis; (2) omakeelsete terminite arengu ning sellega seotud debattide kaardistamine; (3) institutsionaalset konteksti analüüs ja selle mõju Eesti juhtimisteaduse arengus (ülikoolide, katusorganisatsioonide roll, teaduskonverentsid jm); (4) mõjukamate Eesti juhtimisteadlaste ülevaate koostamist (elulugu, kujunemine, panus juhtimisteadusse). Doktoritöös kasutatakse peamiselt kvalitatiivseid meetodeid (dokumendianalüüs, narratiivid, intervjuud jm) ning töö valmib eesti keeles.</p>	<p>EST</p>
<p>Collectivistic leadership and innovation in education institutions</p>	<p>Kurmet Kivipõld kurmet.kivipold@ut.ee</p>	<p>The objective of this PhD project is to investigate how collectivistic leadership (a coordination mechanism among organizational members) fosters innovation in organizations. In the focus will be education organizations where knowledge transformation is most intensive. The study combines qualitative as well as quantitative methods (triangulation) and divided into different subparts. The student is expected to do literature review (collectivistic leadership, innovation, and relations between collectivistic leadership and innovation in education organizations). The second, to make the comparative analysis about the innovation in Estonian education sector organizations with innovation of some other country education sector organizations – how external environment have an effect on it. Finally, to explore how collectivistic leadership of education organizations influence their innovation.</p>	<p>ENG</p>

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Cross-cultural differences in brand communication adaption - neuromarketing approach	Andres Kuusik andres.kuusik@ut.ee	There have been various papers on cross-cultural differences in Europe and the differences that culture plays in marketing. Some specific differences in how brand communications can be done, have also been researched. Neuromarketing experiments can contribute to the literature by adding to the conversations on brand communication differences. This thesis will build on comparing Estonian brand communication to the same communications in Germany. Different case studies will be conducted and neuromarketing experiments will be run both in Estonia and Germany.	ENG/EST
Non-unicorn start-ups: the lifeblood of startup ecosystems	Andres Kuusik andres.kuusik@ut.ee	A lot of hype and emphasis has gone into the research of successful startups that grow into unicorns. However out of the shere number of startups that excist, a vast majority are not unicorns. Many of these small startups are very successful, but do not have the scalability or do not wish to grow, yet are successful nevertheless. Startup accelerators, programs and conferences could probably not exist if these small scale startups would not exist, as they are the lifeblood of startup ecosystem. This thesis would look at the role and importance of small startups at different stages of their life cycle. The analysis would be based on qualitative case studies of such startups in various countries, but also combine that with data on the startup ecosystems that these startups excist in.	ENG/EST
Whistleblowing in organization	Anne Reino anne.reino@ut.ee	An effective whistleblowing system is crucial for developing an ethical climate in an organization. Nevertheless, not many companies have put the system into practice. Reasons for refusing to adopt a whistleblowing system by organizations have not been studied extensively. Resistance and ignoring the topic can be noticed even on a societal level: the content of EU directive on whistleblower protection is not reflected in the national legislation system of many countries, Estonia included. The absence of a whistleblower protection system can be one of the reasons why individuals decide not to blow a whistle. Whistleblowing is a psychological process that involves many stages influenced by several factors. The doctoral thesis should focus on a critical examination of the contextual and individual factors of the whistleblowing process.	ENG

