

DOKTORITÖÖ TEEMAD SISSEASTUJATELE 2023

ÄRIJUHTIMINE/BUSINESS ADMINISTRATION

Juhendaja(d) /Supervisor(s)	Teema/Topic	Teema kirjeldus/Description of the topic	Keel/ Language ESTonian /ENGlish
Eneli Kindsiko; eneli.kindsiko@ut.ee	The sustainability of small, ageing, and non-English academic labour markets	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
Tiia Vissak tiia.vissak@ut.ee Oliver Lukason oliver.lukason@ut.ee	Firms' internationalization and performance in the (non-) VUCA environment	You will conduct qualitative (case study) and/or quantitative research and study how (Estonian or other) firms have internationalized 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 how firms have measured their export and financial performance, if these measures have changed due to VUCA and how they assess their success or failure.	ENG

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<p>Maaja Vadi maaja.vadi@ut.ee</p> <p>Jaanika Meriküll jaanika.merikull@ut.ee</p>	<p>Karjääriankrud ja nende roll soolise palgalõhe kujunemises (Career anchors and their role in the development of the gender wage gap)</p>	<p>Karjääriankur iseloomustab, kuidas isik mõistab oma annet ja oskusi, tajub motive, hoiakuid ja väärtusi (Schein 1996). Algses karjääriankrute käsitluses eritatakse kaheksa komponenti, mis käsitlevad töötajate kogemusi ja seda, kuidas tajutakse ümbritsevas keskkonnas toimivaid väärtusi. Inimestel võib üheaegselt olla mitu karjääriühikut, põlvkondlikud erinevused peegelduvad valikutes, kuid ka individuaalsed väärtused ning orientatsioonid ilmnevad karjääri valikus. Sel moel annab karjääriankrute käsitlus võimaluse analüüsida tööelu valiku printsiipe indiviidi tasandilt ning see omakorda loob eeldused soolise palgalõhe põhjuste paremaks selgitamiseks. Uurimistöö eesmärgiks on välja tuua, mil määral ja kuidas karjääriiga seotud valikud (siin hinnatuna karjääriankrute vaatest) näitavad soolise palgalõhe tekkimise mehhanisme. Empiirilise materjali kogumiseks rakendatakse nii kvalitatiivseid kui ka kvantitatiivseid uurimismeetodeid. Sooline palgalõhe tekkepõhjuste parem mõistmine toetab ühiskonna jaoks valulise praktilise probleemi lahendamist.</p>	EST
<p>Maaja Vadi maaja.vadi@ut.ee</p> <p>Anne Reino anne.reino@ut.ee</p>	<p>Juhtimisvaldkonnad ja nende käsitlemine Eestis (<i>knowledge of Estonian language required</i>)</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 süsteemne 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 (üliskoolide, katusorganisatsioonide roll, teaduskonverentsid jm); (4) mõjukamate Eesti juhtimisteadlaste ülevaate koostamist (elulugu, kujunemine, panus juhtimisteadusse).</p> <p>Doktoritöös kasutatakse peamiselt kvalitatiivseid meetodeid (dokumendianalüüs, narratiivid, intervjuud jm) ning töö valmib eesti keeles.</p>	EST

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<p>Urmas Varblane urmas.varblane@ut.ee</p> <p>Maaja Vadi maaja.vadi@ut.ee</p>	<p>The change/dynamics of mandate of Estonian subsidiaries of MNCs in the process of restructuring of global value chains</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. 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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Kurmet Kivipõld kurmet.kivipold@ut.ee	Innovative behaviour relation with collectivistic leadership and organizational effectiveness	The objective of this PhD project is to investigate how collectivistic leadership as a coordination mechanism among organizational members relates with innovation behaviour in organizations. From one hand innovative behaviour of organizational members creates collectivistic leadership and from other this collectivistic leadership behaviour fosters innovation in organizations. In the focus will be knowledge and technology intensive organizations where knowledge transformation is most intensive. The study could combine quantitative as well as qualitative methods (triangulation) and divided into different subparts. The student is expected to do literature review about the relationship between collectivistic leadership and innovative behaviour. The second, to make the research about flows (relationship) between innovative behaviour of organizational members and collectivistic leadership of an organization. Finally, to explore how collectivistic leadership and innovative behaviour influence organizational effectiveness.	EST/ENG
Andres Kuusik andres.kuusik@ut.ee	Cross-cultural differences in brand communication adaption - neuromarketing approach	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
Andres Kuusik andres.kuusik@ut.ee	Validating Science-based startups using creative destructions lab as an example	The goal of this research is to find out how investors approach science-based startups to determine whether the idea itself could be done. We hypothesize that there are a lot of gut-feeling approaches that can easily lead to failures. As a result, a framework is developed to validate science-based startups. The project is linked to Creative Destructions Lab program and aims to build on the approaches and best practices used in the program.	ENG/EST

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<p>Helen Poltimäe helen.poltimae@ut.ee</p> <p>Bianka Plüschke-Altöf bianka.pluschke-altöf@ut.ee</p>	<p>Transformative services in stimulating environmentally responsible behaviour in sports tourism destinations</p>	<p>Tourism is a sector that can contribute significantly to the revenues and image of local municipalities. At the same time, the negative environmental impacts of tourism are also widely acknowledged, but very often these are managed separately from tourism activities. Furthermore, the sports tourism related research has so far been focusing on large-scale sport events, not on destinations and various activities that are offered on daily basis. The thesis should study, whether and how the transformative services could help to stimulate environmentally responsible behaviour in sports tourism destinations. The thesis could use one Estonian sports tourism destination as a case study.</p>	<p>EST</p>
<p>Anne Reino anne.reino@ut.ee</p>	<p>Whistleblowing in organization.</p>	<p>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.</p>	<p>ENG</p>
<p>Krista Jaakson krista.jaakson@ut.ee</p>	<p>Individual antecedents for collective intelligence and group performance</p>	<p>This PhD thesis would investigate collective intelligence as a concept (e.g. Wolley et al., 2010; 2015) and validate its measurement (e.g. Kaur & Shah, 2018) in Estonian context. The project explores the role of individual characteristics in the formation of collective intelligence and how these variables interact in determining group performance (e.g. innovation). The project should also discuss psychological safety as potential mediator between individual characteristics and collective intelligence. Primary data collection would be part of the project.</p>	<p>ENG/EST</p>

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Ülle Päril ylleparl@ut.ee	Dialogical Turn of Accounting and Accountability. Linking Non-financial and Financial Sustainability in (Integrated) Reporting.	<p>Fundamental changes have taken place in both accounting and reporting. Financial data and - reports are still important (for investors), but non-financial information (NFI) plays an increasingly important role and more attention is paid to a wider range of information users. Different frameworks are used to complete reports, and the use of frameworks and methods varies by country and region. Studies have shown that NFI (voluntary) disclosure may be even more important and necessary for the non-profit and public sector organizations than for the business sector. The disclosure of information and its quality affects the reliability of the business environment and thus investments and competitiveness. Therefore, it is very important to study and, with based on the research results, improving quality of reporting and the use of information in the (Estonian) for-profit and non-profit business sector, both in creating credibility and improving the quality of information-based management decisions. Main challenges and research questions in the field: 1) Better reporting and reports i.e. easier to read reports for a wider range of information users. RQ: How do the reports and the information reflected there reach to the target groups (availability, readability, etc.) 2) To draw attention and influence perceptions and management decisions through reporting . RQ: How does the preparation of (sustainability) reports and the availability of information affect the organization's strategy, management and the behavior of its members. 3) Better reporting creates a more reliable business environment. RQ: What is the impact of the implementation of the EU NFI disclosure directives on the (Estonian) business environment and companies.</p>	ENG/EST
Liina Joller-Vahter liina.joller@ut.ee Urmas Varblane urmas.varblane@ut.ee	Innovation in healthcare: barriers and approaches to overcome them	<p>Innovation and innovation diffusion in healthcare differs from other industries manyfold. It is more conservative, research intensive, and the roles of client/end-user/payer are diffused, just to name a few. Recently, the data privacy related issues have become an important obstacle in new health-tech solutions development. The research may address start-ups as well as incumbet firms, all phases across the innovation process. It may address both technological and non-technological innovations, and their combinations. The research should take a global or pan-European perspective. A combination of</p>	EST/ENG

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		quantitative and qualitative methods will likely be feasible. The candidate should have a good background overview of the sector. It is possible to have also an external supervisor/advisor from the health field.	