Master Seminar

The Economics of Media, Events, and Sports

Date: 8th of April, 9th – 11th of June 2015 (exact timetable will be announced later).

Organization: The seminar is held as a kick-off meeting and a seminar conference.

Place: EAZ 2211.

Each student participant is expected to
- write a seminar paper,
- present the paper at the seminar conference,
- act as an opponent to one of the other seminar papers/presentations, and
- actively participate in the seminar conference.


Important deadlines:
- Application for topics: Monday, 6th of April.
- Kick-off-meeting & announcement of topic allocation: Wednesday, 8th of April, 11:00-12:00, room: EAZ 2211.
- NOTE: for those who want to start working on their topic already during the semester break, we allocate a first round of topics on Monday, 2nd of March. Deadline for applications to be included here is the 27th of February.
Topics
(topic, supervisor, starting literature)

1. The Economics of Privacy Regulations (Maryam H.A. Beigi)

2. How Have Digital Sharing Technologies Changed Music Markets (Maryam H.A. Beigi)

3. Economic Dynamics of Adoption of Open Source Platforms by Firms (Maryam H.A. Beigi)

4. How Do Media Firms Compete for Advertisers and Users (Maryam H.A. Beigi)


7. The Willingness to Pay for National Sporting Success (Anika Müller)


9. The Motivational Effect of Professional Sport on Amateur Sport (Anika Müller)


10. What Determines the Market Value of Soccer Players? (Anika Müller)


12. The Google Controversy – (How) Should Google Be Regulated? (Oliver Budzinski)


14. Pricing Strategies of Music Downloads and Streaming (Oliver Budzinski)


15. Is Formula One Motor Racing Losing Visitors? – Reasons and Possible Counter-Measures (Oliver Budzinski)


Note: the starting literature is just that – a starting literature. Comprehensive additional literature research is mandatory and part of the task of writing a master seminar paper!