Master Seminar (Hauptseminar)

The Economics of Media, Events, and Sports

Date: 21st – 23rd June 2016 (exact timetable will be announced later).

Organization: The seminar is held as a seminar conference in a block of 2-3 days.

Room: EAZ 2211

Kick-off: 14th April 2016, 11:00 – 12:30, EAZ 2211

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

Guidelines (for Written Reports): https://www.tu-ilmenau.de/wth/lehre/formularearbeitshilfen/

Application form: https://www.tu-ilmenau.de/fileadmin/media/wth/Anmeldeformular_Hauptseminar_Medienoekonomie_Vorlage.pdf

Important deadlines:
- application for topics: 12th April 2016, 24:00.
- allocation of topics: 13th April 2016.
- hand-in of written thesis: 13th June 2016, 12:00.
Topics
(topic, supervisor, starting literature)

I. Media Economics

1. Is the Software Industry Making more Profit by Shifting to Open Source Strategy? Implications for Competition and Innovation (Maryam H.A. Beigi)

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


4. Open Networks and their Role in Innovation Performance (Maryam H.A. Beigi)

5. What Media Bias Is There Behind Media Mergers? (Maryam H.A. Beigi)


7. Price Discrimination in the Digital Economy (Oliver Budzinski)

II. Sports and Event Economics


11. Financial Fair Play in Football: Success Story or Failure? (Anika Müller-Kock)


13. Do We Really Want Uncertainty? The Role of Uncertainty of Outcome in Professional Sports (Anika Müller-Kock)


15. Is Formula One Motor Racing Losing Visitors? – Reasons and Possible Counter-Measures (Oliver Budzinski)
    Krauskopf, T., Langen, M. & Bünger, B. (2010), The Search for Optimal Competitive Balance in Formula One, CAWM Discussion Papers from Center of Applied Economic


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!