The Chair of Corporate Management (Prof. Dr. Alwine Mohnen) is looking for thesis candidates for the following topic:

**Purposeful Pixels - Mining Corporate Sustainability Videos**

**Background & Objectives:**

Join us in exploring the forefront of corporate sustainability. In an era where video is the new photo, businesses are increasingly using video content to convey their sustainability messages. This research aims to decode the narratives woven into these videos. They have the power to captivate audiences and convey complex sustainability messages more effectively than traditional formats. Understanding how companies engage stakeholders through video content is crucial. In particular, we want to investigate which content companies select for their sustainability videos and whether the video content differs systematically from more traditional photos or text communication.

**Methods:**

Video data is inherently unstructured, making it a challenging but rewarding source for analysis. Video mining techniques can help structure and extract valuable information from this unstructured data, revealing patterns, themes, and insights that may not be readily apparent. With the advancements in machine learning and artificial intelligence, video mining techniques have become more accessible and powerful. Automated video content analysis can thus save time and offer insights that may be challenging to derive manually. Applying machine learning techniques to analyze, e.g.: sustainability videos, can be surprisingly straightforward, often requiring just a few lines of code. With the availability of user-friendly libraries and frameworks researchers can leverage pre-trained models and readily accessible data pipelines to kickstart their analysis. This ease of implementation allows for rapid experimentation and empowers researchers to extract meaningful insights from large volumes of video data efficiently. Prior knowledge of Python is a plus but no necessity!

**How to apply:**

This thesis provides an exciting opportunity to contribute to the growing body of knowledge on corporate sustainability and work with cutting edge machine learning methods. Thesis candidates will have the chance to gain practical research experience and develop a deep understanding of corporate sustainability. Interested candidates are invited to submit a CV, grade report and a brief statement of motivation (max. 150 words) outlining their interest in the project to Lorenz Fenk (fenk.lorenz@tum.de). Shortlisted candidates will be invited to an interview to discuss the project further.

We are looking forward to your applications!