Call for thesis candidates (Bachelor's and Master's): Transferability of Time Pressure Effects from Laboratory Experiments to Real-World Innovation Decisions

Background & Objective

In innovation processes, decisions often need to be made under time pressure – driven by market dynamics, technological developments, or internal deadlines. In experimental decision-making research, time pressure is frequently used as a manipulation factor to study behavioral changes.

However, it remains unclear to what extent the effects observed in laboratory settings can be transferred to real-world innovation decisions.

This thesis aims to address this gap by:

1. Conducting a comprehensive literature review on time pressure in decision-making, particularly in innovation contexts.
2. Designing and running an oTree-based pretest to validate the time pressure manipulation.
3. Developing a pre-study that compares experimental findings with decision patterns from real-world innovation contexts (e.g., surveys of R&D or innovation managers).

Methodological Approach

Phase 1: Literature Foundation

- Systematic review of existing research on time pressure in decision-making (Behavioral Economics, Innovation Management, Cognitive Psychology).
- Derivation of key hypotheses regarding the transferability of lab-based results.

Phase 2: Experimental Pretest (oTree)

- Development of an innovation-related experimental scenario (e.g., based on cognitive bias research such as Confirmation Bias).
- Manipulation of time pressure via strict vs. generous decision time limits.
- Measurement of decision patterns and validation of the manipulation.

Phase 3: Pre-Study for Real-World Transferability

- Design of a study capturing time pressure effects in real innovation decisions (e.g., online survey)
- Comparative analysis of laboratory and real-world patterns.

Expected Outcomes

- Theoretically grounded model of time pressure transferability.
- Validated laboratory time pressure manipulation for subsequent main experiments.
- Methodological blueprint for a field or real-world study.

Candidate Requirements

- Interest in experimental research and innovation management.
- Basic knowledge of empirical methods
- Willingness to learn and work with oTree (prior experience welcome but not required).
- Excellent command of English

Application

Please send a motivation letter (max. 250 words, not AI-generated), CV, and current grade transcript to:

jakob.maxl@tum.de.

Please note: as this thesis is part of an ongoing research project, selected candidates will be required to sign a confidentiality agreement before receiving further information.