



## RESEARCH TALK

OMMTo... Research!

# Crafting a thesis & developing an academic footprint

### Topics:

**Writing Your Master's Thesis:**  
Addressing the 'So What'  
Question

**Building an Academic Footprint:**  
Navigating the **Publication**  
Process

#OMMT

**16.01.2025 @ 12:00**



### Guest Lecturer:

**Univ-Prof.**  
**Dr. Emmanuela Plakoyiannaki**

Chaired Professor  
of International Business  
University of Vienna, Austria



#OMMT Seminar Series

