Application Form for Research Stay at UC Berkeley

MCI | The Entrepreneurial School & University of California, Berkeley

Please hand this **form** (signed) along with the **required attachments** in at the International Relations Office (outgoing@mci.edu).

Application Deadline: April 29th, 2025

For any questions, please contact the International Relations Office at MCI (outgoing@mci.edu).

1 Personal Information

Field	Details
Full Name	André-Paul Widera
Date of Birth	15th of February 2001
Nationality	German
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Phone Number	+49 (0) 152 057 88 790
Current Study Program at MCI	Management, Communication & IT (M. A.)
Enrollment Number[1]	52110535

2 Planned Research Stay at UC Berkeley

Field	Details
Planned Research/Master Thesis Topic (150 – 200 words)	Digital transformation processes provide opportunities for growth but also pose significant difficulties, making it crucial to conduct in-depth research to identify hindering factors in order to prevent their emergence. The planned Master's thesis aims to comprehensively examine the causality of such hindering factors through a systematic literature review[2] and a multiple case study according to Yin (2018)[3] in three SMEs. Once the hindering factors are identified from the literature, they form the groundwork for further data collection. Initially, memory-logged participant observations are employed to

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[1] I did not find any enrollment number, but the cross-university matriculation number/student registration number stated on myMCI.

[2] To this end, my forthcoming publication „A Literature Review of Hindering Factors in Digital Transformation Processes", which will be presented at the 19th International Conference on Knowledge Management in Organizations, provides a solid foundation.

[3] Yin, R. K. (2018). Case study research and applications: Design and methods (Sixth edition). SAGE.

	inductively complement the theoretical framework prior to the internal surveys, which are conducted to determine individual prioritizations for the purpose of elaborating causality in subsequent expert interviews.

Building upon this, Mayring's (2020)[4] qualitative content analysis is utilized for a thorough conceptualization to infer causal chains of hindering factors, which are sequentially transferred into a directed (cyclic) graph to analyze causal chains through algorithms. The evidence gathered is then triangulated and discussed holistically.

Looking forward, the planned research contributes to both theory and practice by offering an extensive framework on the challenges faced by SMEs and provides actionable causal insights for addressing the emergence of hindering factors associated with digital transformation processes. |
Supervisor at MCI	Christian Ploder[5]
Possible Supervisors at UC Berkeley* (max. 3 suggestions)[6]	Eric T. Meyer David Bamman Christian Borgs
Has this plan been discussed with your MCI study program?[7]	☒ Yes ☐ No
If yes, contact person at MCI	rebecca.agerer@mci.edu
Planned Research Period (Start - End)	March 2026 - June 2026

3   Required Attachments

Please attach the following documents to your application:

- **CV**
- **Motivation Letter** explaining your research goals and interest in UC Berkeley
- **Letter of Recommendation** from a professor at MCI
- **Outline of the master thesis topic** (abstract; 150 – 200 words)[8]
- **Academic Transcript** from your current studies at MCI

Applicant Signature: ___Wialera_____ **Date:** _28th April 2025___

*Please do not contact the possible researchers at Berkeley on your own. They will be contacted after the internal MCI selection process.

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[4] Mayring, Philipp (2020). Qualitative Content Analysis: Demarcation, Varieties, Developments. Forum: Qualitative Social Research, 20(3), Art. 16
[5] The outline has already been discussed and validated by my supervisor, Christian Ploder.
[6] In my motivation letter, I made some further explanations why I specifically chose these supervisors.
[7] I informed Rebecca Agerer of my plan to apply for the research stay by email on 11th March, and she finally took note of it on 20th March.
[8] The outline has been included into this form; therefore, submitting an additional document is not necessary.