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
Address	Höttinger Au 26, 6020 Innsbruck, Österreich
Email	andrepaulwidera@aol.com
Phone Number	+49 (0) 152 057 88 790
Current Study Program at MCI	Management, Communication & IT (M. A.)
Enrollment Number	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 — building upon prior research (Widera et al., 2025) — and a multiple case study according to Yin (2018) 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 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) algorithmically validated qualitative content analysis is used 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.

Mayring, P. (2000). Qualitative Content Analysis. Forum: Qualitative Social Research [On-Line Journal], 1.
Widera, A.-P., Ploder, C., Bernsteiner, R., & Dilger, T. (2025). A Literature Review of Hindering Factors in Digital Transformation Processes. Knowledge Management in Organizations. 2025-08-07.
Yin, R. K. (2018). Case study research and applications: Design and methods (Sixth edition). SAGE. |
|---|---|
| Supervisor at MCI | Christian Ploder |
| Possible Supervisor at UC Berkeley | David Bamman |
| Has this plan been discussed with your MCI study program? | ☒ **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:

- **Curriculum Vitae**
- **Motivation Letter** explaining your research goals and interest in UC Berkeley
- **Letter of Recommendation** from a professor at MCI
- **Thesis Outline** (150 – 200 words)
- **Academic Transcript** from your current studies at MCI

Applicant Signature: _Widera_   **Date:** _April 18th 2025_