# STudent REseArch Mobility Programme (STREAM)
# Project proposal

**Host University:**
Universität Zurich

**Field:**
Information Technology, Business and administration, Economics

**Specified field, subject:**
Networking Engineering

**Research project title:**
Networking Engineering: Managerial big data analytics

**Possible starting month(s):**

| Sep | Oct | Nov | Dec | Jan | Fev | Mar | Apr | May | Jun | Jul | Aug |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ⊠ | ☐ | ☐ | ☐ | ☐ | ⊠ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

**Possible duration in months:**

| 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|
| ☐ | ☐ | ⊠ | ⊠ | ⊠ | ⊠ |

*Exact starting and end dates will be discussed between the supervisor and the student*

**Suitable for students in:**    ⊠ Bachelor level    ⊠ Master level

**Prerequisites:**
Fundamental knowledge in data science, data analytics, statistics and econometrics. Strong interest to answer applied managerial questions.

**Restrictions:**
NONE

**Description (maximum 2,000 characters):**
The analysis of networks is an interdisciplinary topic involving concepts from management, marketing, mathematics, physics, computer science, economics and other social sciences. It aims at understanding a wide variety of networks, such as friendship networks, company networks, markets or the Internet. By studying the network structure one can answer questions like: how does information spread in a network, how do people form opinions and how consensus is reached or how is our behavior influenced by the friends we have and at the same time how our behavior determines which people become our friends. The goal of this project is to understand existing literature, to implement in R methods described and to evaluate its performance using simulations. After finishing the project the student will have a good knowledge of social networks and will be familiar with the use of R for scientific research. The project is available in the Fall and Spring semester and is also open for recently graduated undergraduate students. Number of places available: 3 per semester.

*Note: Research project may be adapted according to the student profile and the period/timeline.*

**Department:**
URPP Social Networks, Department of Business Administration

**Contact person, including position:**
Katja Durkin, Project Manager, International Relations Office

**Contact email:**
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**Deadline for nomination to reach host university:**
Ongoing

**Notification of admission given by the end of:**
Given within 4 weeks

**Additional information:**
NA