School of Management
Inspiring minds!

School of Management
Master Thesis Award 2026

The Jury of the School of Management at CU Carinthia University of Applied Sciences awards

Laman Ibishova, MA

the SoM Master Thesis Award 2026 for the outstanding master's thesis entitled: "Short-Form Video Advertising and Consumer Responses: A Qualitative Study with Implications for Cross-Cultural Advertising Strategy"

Villach, 12 November 2026

FH-Prof. Mag. Dr. Thomas Fenzl,
Dean of the School of Management