Undergraduate Thesis Topics
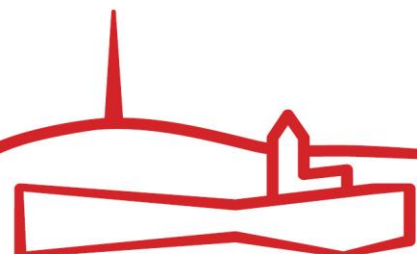
More information on each supervisor's research profile can be found on the website.

Thesis Supervisors

Aouad, Maroun

Topic areas

- Servant Leadership in hotels and restaurants
- Organization and Customer Behaviour (Employee / Customer Outcomes)
- Unconscious bias in the hospitality industry
- Hospitality – Hospital
- Quantitative: Multilevel Modeling

Bettin, Michele

Topic areas

- Heritage and sustainable tourism development
- Heritage tourism, globalization and cultural exchange
- Heritage management, community engagement, heritage interpretation
- Culture-based food tourism
- Rural tourism development

Chekembayeva, Gaukhar

Topic areas

- Virtual reality in the tourism industry
- Augmented reality in retail/food industry
- Use of new technology in customer journey
- Digitalization of customer journey
- Fast moving consumer goods marketing
- Brand management
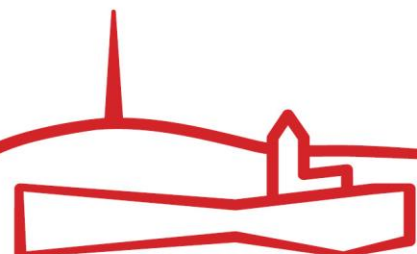
Christopoulos, Dimitris

Topic areas

- Governance
- Entrepreneurship
- Social Networks
- Leadership
- Decarbonization

*Thesis titles*

- Governance of climate change policy (Austrian or comparative)
- Entrepreneurial Networks (e.g. trust in business transactions; supply chain networks etc)
- Venture capital (e.g. the syndication of VC finance; the role of VC in supporting start-ups in Austria etc)
- Social entrepreneurship (e.g. the motivation of social entrepreneurs; innovation in social enterprise etc)
- Leadership Networks (e.g. the impact of the leader-follower relation on team effectiveness; effect of trust in teams etc)
- Decarbonization Effectiveness (e.g. financing decarbonization science; decarbonization ties between industry and academia etc)

Daniel, Dan

Topic areas
- Text Mining and Analysis
- New Media usage in Tourism
- Text Analytics in Marketing
- Analysis of Hotel Occupancy
- Chatbots in Tourism
- Machine Learning in Tourism: What Numbers Tell Us
- Maps and Tourists: Digital Maps Usage
- Rented Transportation Means: Electric Scooters in Vienna
- Rented Transportation Means: Bikes vs. Scooters in Vienna
- Review Analysis and Ratings
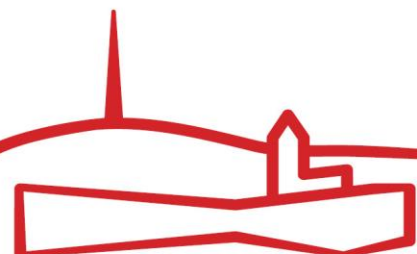
- Selfies Tourism
- Applied Statistical Methods
- Hotel Choice
- Screen Captures and Orientation
- Transportation Choices
- Tourism and Pollution
- Tourism Recommender Systems
- Sentiment Analysis of Social Networks
- Artificial Intelligence
- Data Science

Dickinger, Astrid

Topic areas

- Mobile Tourism
- Sports and Recreation
- Information and communication technology and travelers' usage behavior (mobile devices, blogs, wikis, ...)
- Service Recovery/service failure
- Complaint Management

Thesis titles

- Mobile services in tourism
- Destinations and the potential of Marketing through Mobile Phones
- Electronic word of mouth – what enterprises learn from customer online reviews
- The effect of negative word of mouth on booking behavior
- Self-image and use of social media as information source
- Social media as marketing tools for tourism

Garaus, Marion

Topic areas

- AR/VR in Marketing
- Brand alliances
- Sensory Marketing
- Social Media Marketing
- Online Shopping
- Social Media Marketing
- Sustainable Consumption
- Advertising appeals
- Food marketing
- Crowdsourcing
- Sharing economy (e.g., carsharing)
- Selfie Campaigns
- Food waste
- Product placements
- Gender differences & advertising

Gibbs, Davis

Topic areas

- Sustainable Development (sustainability)
- Evaluation of governance strategies
- Governance
- Impact analysis
- Urban development
- Socioeconomic systems
- Three pillar approach (triple-bottom line)
- Stakeholder networks
- Consumer behavior
- Behavioral change
- Quality of life
- Well-being
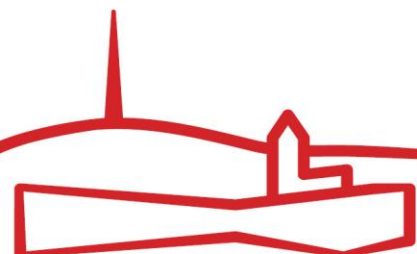
Gunter, Ulrich

Topic areas

- Tourism demand analysis (cities, regions, countries)
- Forecasting (tourism, business, economics)
- Web-based data as leading indicators in forecasting (Google Trends, etc.)
- Economic aspects of e-Tourism
- Economic importance and impact of the tourism sector
- Airbnb and the sharing economy
- Carrying capacity of tourism
- Measurement of travel-induced CO_2 emissions
- Ecotourism in developing countries
- Market structure and imperfect competition
- Pricing models and pricing strategies
- Other topics in (empirical) micro- and macroeconomics
- Other topics in (empirical) managerial economics
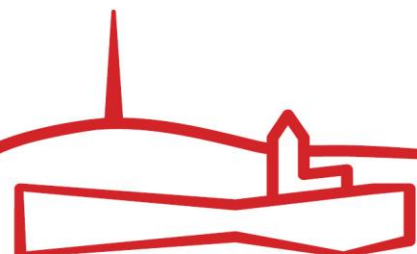
Helic, Denis

Topic areas

- Social network analysis
- Bayesian models
- Machine learning
- User behavior in social media
- Collaborative systems
- Recommender systems
- Machine learning fairness

Jungwirth-Edelmann, Eva Aileen

Topic areas

- Intercultural Competences
- Diversity Management
- Communication and intercultural communication

- Conflict Management
- HR
- Organizational Culture
- Project Management
- Leadership
- Virtual team leading
- Eco-Tourism
- Slum Tourism
- Motivation
- Film-induced Tourism
- Operations Management

Kerschner, Christian

Topic areas
- Sustainability
- Sustainable Development
- Degrowth: a 'new' approach to Sustainability
- (Renewable) Energy
- Oil & Gas Dependency
- Energy Return on Energy Invested (EROI)
- Efficiency reconsidered
- Jevons Paradox /Rebound effect
- Resource Limits
- Peak-Oil
- Zero-Carbon Economy
- Sustainability & Transport e.g. "green" electric cars?
- Steady-State Economy (SSE) vs Degrowth
- Sustainability of second-hand online markets
- Eco-labelling: How sovereign is the consumer in the marketplace?
- Real "green" or just "green washing"?
- Covid 19 Pandemic & Sustainability
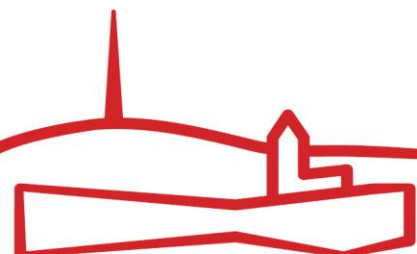
Kolomoyets, Yuliya

Topic areas

- Consumer decision-making and behavior in the digital world
- Digitalization of tourism experiences (AR, VR, Metaverse, voice assistants, etc)
- Evolving consumer trends (post-covid behavior, rise of second-hand consumption, sustainable consumption)
- Self-service technology in tourism
- Social media and tourism (types of social media, effectiveness of strategies, influencers marketing)
- Service failure and recovery
- Customer journey analysis, experience design
- Gamification of tourism experiences
- Text analysis

Thesis topics
- Effect of the medium on information search, consumer preferences, service attributes evaluations.
- Role of AR/VR/Voice tech in developing memorable experiences.
- Perception of self-service technologies. (E.g., at different experience stages, by the level of anthropomorphism)
- Tourist behavior in post-covid world (E.g., perceived risk, preferences, service evaluation).
- Preferred service recovery strategies.

Leonard, David

Topic areas

- Environmental ethics
- Business ethics
- Steady State Economics
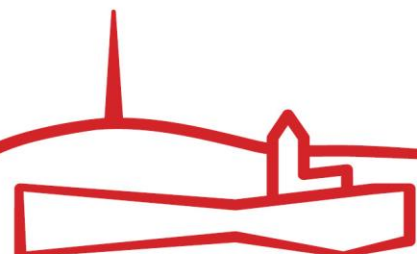
- Social business models
- Corporate social responsibility
- Economic instruments for environmental protection
- Sustainability reporting
- Eco-certification
- Veganism
- Biodiversity / the welfare of non-human animals
- Measurement of attitudes using Q-methodology

Lord, Maria

Topic areas

- Communication
- Gender and Sexuality
- Historical Studies
- Creative Industries
- Arts Management

Marr, Kimberley

Topic areas

- Digital nomads
- Digitalization in tourism
- Niche/alternative tourism
- Slow tourism & long-stay tourists (international studies, backpackers, holiday-workers, etc)
- Migration, mobilities
- destination marketing & brand management
- Social media marketing
- Sustainable tourism development – stakeholders & community development
- CSR & social entrepreneurship in tourism
- Tourist market segments
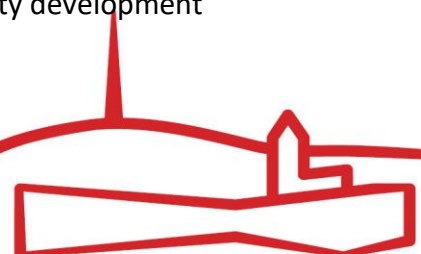
Mazanec, Josef

Topic area

- The Demarcation Problem: Examples of Science and Pseudoscience in Business Administration and Marketing

Mylocopos, Samantha

Topic areas

- Marketing and consumer behaviour
- Tourism marketing
- Service industry – hospitality, gastronomy, and retail
- Motivation
- Leadership / management
- Human resource management

Nixon, Lyndon

Topic areas

- Use of image and video in online tourism marketing
- E-tourism using immersive or interactive video
- E-tourism using digital apps (mobile, SmartTV)
- Analysis of social media for tourism decision making
- Analysis of social media for tourism stakeholder insight
- Ubiquitous online tourism: incorporating Augmented Reality or Virtual Reality into the tourism experience

Thesis titles

- What can social media tell us about public perception of a destination?
- Re-using and re-mixing media for tourism marketing
- Customer surveys on effects of online media or digital apps on tourist decisions

- Customer surveys on effects of social media on tourist decisions
- Creating recommendations for tourists based on online data analysis
- Consumer acceptance of Augmented Reality or Virtual Reality driven tourism experiences

Scharl, Arno

Topic areas

- News and Social Media Intelligence
- Information Visualization
- Collaborative Technologies
- Semantic Systems
- Big Data Analysis

Thesis titles

- Quantitative Success Metrics for Brand Communication
- Predictive Tools for Media Intelligence and Corporate Publishing Applications
- Usability Study for the United Nations SDG Monitoring Platform (SDG = Sustainable Development Goals)
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Sedlacek, Sabine

- The start-up ecosystem:
  - intensive reviews of the existing literature about how to define start-up ecosystems;
  - assessment of start-up systems
  - comparative studies
  - economic impacts of start-up ecosystems
- Entrepreneurial innovation:
  - Case studies including different types of entrepreneurial innovation
  - Entrepreneurial innovation and its contribution to economic development
  - Entrepreneurial innovation in bigger organizations
- Governance for sustainable development:
  - The role of participatory/collaborative governance in sustainability transitions
  - Partnerships for sustainable development

- o Citizen participation as a mean for implementing sustainable development
- Energy transitions:
    - o Energy regions
    - o The role of governance in energy transition processes
    - o Decarbonization in different sectors
- Smart city, sustainable city, social city:
    - o Comparison of different concepts dealing with sustainability in cities
    - o Urban climate change governance
    - o Innovation and smart cities
- The engaged university:
    - o Universities and their contribution to society
    - o Sustainable university and engaged university – is this the same?
    - o The role of universities in sustainable regional development

Treiblmaier, Horst

Topic areas

- Applications of Blockchain (DLT) technology (use cases)
- Implications of Blockchain (DLT) technology on organizations and the economy as a whole
- Economic and Organizational Transformations through the Crypto Economy
- Token Economy

Trettel Silva, Gabriel

Topic areas
- Degrowth, social and environmental limits to growth, ecological economics, political ecology
- Social enterprises, sustainable entrepreneurship, solidarity economy, co-operatives
- Sustainable Development Goals (SDG), education for SDG

Von Zumbusch, Jennifer (on leave)

- Co-working and Co-living spaces
- Digital Nomads (Motivation, Behavior, Well-being)
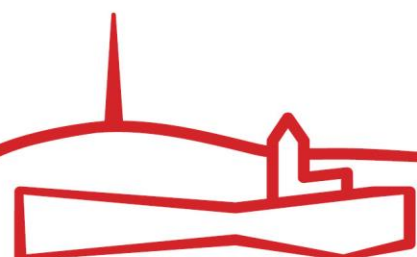
- Creative Tourism
- Cultural Tourism (Socio-economic impacts, Governance/ Sustainability)
- Destination Image and Authenticity
- Luxury Brand Management

Vlasich, Sebastian

Topics areas

- Company Valuation
- Green Finance
- Mergers & Acquisitions
- Distressed M&A
- Real Estate

Thesis titles

- The role of sustainable criteria in company valuation
- Sustainability in company valuation
- Green Finance in Austria and the European Union
- Distressed M&A for SME
- Status quo of sell-side M&A websites in DACH
- Advancements in the M&A process thanks to AI
- SME and M&A in Austria

Vock, Reinhard

Topics areas

- Intl. Entrepreneurship, Founding, Intl. Entrepreneurial Ecosystems
- Diverse Entrepreneurship (Gender, Inclusion, minorities)
- Non-Profit and Social Entrepreneurship
- Human / Consumer behavior centered entrepreneurial developments
- Intl. Humanitarian Development, Humanitarian Aid
- Consumer behavior guided marketing & market development

- Traffic Management, Smart cities, Smart Transport
- Audio and Music industry

Weinmayer Karl

Topics areas

- Empirical Asset Pricing
- Green Finance and Sustainable Finance
    - Use of ESG Ratings
    - Sustainable Investor Behavior (Surveys)
    - Regulation and Disclosure
    - Sustainable Banking
- Crypto-Currencies
    - Portfolio Management
    - Decentralized Finance
- CO2 Markets
- Commodity Pricing

Weismayer, Christian

Topics areas
- Quantifying/measuring emotions – Weismayer
- Advertisement characteristics and effects on emotional perceptions
- Analyzing and redesigning advertisements
- Analyzing social media posts (e.g., Instagram, TikTok), product reviews (e.g., Amazon), accommodation reviews (e.g., Airbnb), restaurant reviews (e.g., Tripadvisor) upon emotions
- Content analysis (manual or text-mining) of open-ended questions (e.g., "My personal job characteristics will be best increased by…") (data collection not necessary, responses will be provided by the supervisor)
- Geographical tourist destination characteristics (identification, collection, analysis)

- Working with (touristic) geodata (e.g, OpenStreetMap)

- Reconstructing touristic travel paths

- A topic of your choice with a strong focus on statistical methods (empirical)

Wöber, Karl

Topic areas

- Case Studies with data from TourMIS related to destination benchmarking, forecasting tourism demand, seasonality analysis, or assessing TourMIS user needs (logfile analysis, drafting and testing new tables and graphs)
- Investigating and comparing tourism dashboards offered by destination management organizations
- Tourism Education (Comparing curricula and faculty, national and international studies)
- Predicting the Number Visitors on Kahlenberg: Volume and Visitor Profiles

Zekan, Bozana

Topic areas

- Destination management, destination marketing
- Destination image
- Measurement of success: key performance indicators, benchmarking, and competitiveness in tourism
- Tourism planning and policy
- Urban tourism development
- Sustainable tourism
- Sharing economy
- Crisis management and resilience in tourism
- Film-induced tourism
- Service management, leadership, and innovation
- HR management