

Undergraduate Thesis Topics

More information on each supervisor's research profile can be found on the [website](#).

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Aubke, Florian

Topic areas

- Services management
- Food and beverage
- Staff development
- Management and Organizations

Thesis titles

- Membership and participation in Slow Food Austria - A motivation study
- Trends inventory of the accommodation sector
- Social recruiting in the hospitality industry - Employer perspective
- Social recruiting in the hospitality industry - Employee perspective
- Green Branding in the Hotel Industry
- Revenue Management for Banqueting and Convention – Current practices and potential for future development

Chekembayeva, Gaukhar

Topic areas

- Augmented reality in tourism 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

- Augmented Reality in Retailing
- Artificial Intelligence in the Service Industry
- Crowdsourcing
- Sustainability in Marketing
- The influence of COVID-19 on retailing
- Sharing economy (e.g., carsharing)
- Influencer Marketing
- Selfie Campaigns
- Advertising appeals, advertising language
- Food advertising (e.g., health vs. taste appeals)
- Digital signage
- Point-of-sale marketing
- Dynamic pricing in online and stationary retailing
- Brand alliances

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 CO2 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

Hrankai, Richard

Topic areas

- Consumer decision-making
- Transport and tourism
- Tourist mobility
- Hospitality service management
- Choice modeling
- Impact of COVID-19 on education
- Impact of COVID-19 on the hospitality sector

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

- Efficiency reconsidered
- Collapse theories - a critical appraisal
- Peak-Oil and Austria/ the Czech Republic or other countries
- From techno-enthusiasts to sceptics: attitudes towards technology in the Austria/Czech Republic
- Steady-State Economy (SSE) vs Degrowth reconsidered
- Otto Neurath's Utopian Economics and Degrowth

Kolomoyets, Yuliya

Topic areas

- Consumer decision making and behavior in the digital world
- Digitalization of tourism experiences
- Self-service technology in tourism
- Social media and tourism
- Gamification of tourism experiences

Lalicic, Lidija (maternity leave)

Topic areas

- *Unconventional Luxury (consumer behavior and marketing strategies)*
- *Gender & diversity in general, in entrepreneurship, in leadership positions, in education, in the workplace etc.*
- *Transportation (sharing option, bikes/cars/scooters) in cities*
- *Destinations and overcrowding- consumer perspectives and stakeholder management*
- *Experiential marketing (FB ads experiments)*
- *Online reviews and consumer behavior*
- *Retailers and online marketing*
- *Digitization of (tourism) firms*
- *Storytelling & branding in Web 2.0 (for destinations, brands etc).*
- *Robotics in service design*
- *Retail robots (AI) and decision-making processes of consumers*
- *Self-service technologies and service design – customer satisfaction*
- *Persuasiveness marketing onsite destination management*
- *Social Media strategies*
- *Start-ups*

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

Lund-Durlacher, Dagmar

Topic areas

- Social business/social entrepreneurship in hospitality and tourism
- Corporate Sustainability and Responsibility (CSR)
- Ethics in Tourism

- Green/Social Innovations in hospitality and tourism (SME) businesses
- Climate change and tourism
- Sustainable mobility in tourism

Matteucci, Xavier

Topic areas

- Cultural Tourism and socio-cultural impacts
- Sustainability in tourism
- Destination Image and Authenticity
- Second Homes

Marr, Kimberley

Topic areas

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

Mazanec, Josef

Topic area

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

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
- Creating recommendations for tourists based on online data analysis
- Consumer acceptance of Augmented Reality or Virtual Reality driven tourism experiences

Osho, David A.

Topic areas

- Dark tourism segments (all shades and types)
- Management - cultural diversity in the workforce
- Management - CSR & ethics in the workplace
- HRM – recruiting, training, and development
- Banking - Bank Finance related issues

Ponocny, Ivo

Topic areas

- Evaluation and customer satisfaction
- Well-being of tourists
- Well-being at the workplace
- Statistical analyses and forecasting
- Stereotypes in tourism and tourism marketing
- Tourism in TV and Cinema
- Tourism trends due to changes in popular culture - do young people still visit "19th century sites" such as the Loreley rock?
- Tourism and Diversity
- Human Resources Management and Diversity
- Business Tourism and Work-Life-Balance
- The psychology of Dark Tourism
- The psychology of medieval or other historic festivals
- Virtual tourism: an alternative to traditional traveling?

Thesis titles

- Subjective well-being of tourists over the course of holidays
- Disabled in Vienna: Is Vienna tourism barrier-free?

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)

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
 - Citizen participation as a mean for implementing sustainable development
- Energy transitions:
 - Energy regions
 - The role of governance in energy transition processes

- Decarbonization in different sectors
- Smart city, sustainable city, social city:
 - Comparison of different concepts dealing with sustainability in cities
 - Urban climate change governance
 - Innovation and smart cities
- The engaged university:
 - Universities and their contribution to society
 - Sustainable university and engaged university – is this the same?
 - 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

- 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

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

Weinmayer Karl

Topics areas

- Empirical Asset Pricing
- Green Finance and Sustainable Finance
- Crypto-Currencies
- CO2 Markets

- Commodity Pricing

Thesis titles

- The role of crypto-currencies for portfolio performance
- Comparative Analysis of qualitative impact assessment frameworks for private equity firms and effects on firm value
- Effect of Sustainability on Asset Prices
- Deep Impact
- Sustainable Finance & EU Regulation

Weismayer, Christian

Topic areas

- Quantifying emotions
- Destination competitiveness from a longitudinal point of view
- Geographical tourist destination characteristics
- Destination image measurement
- Online review analysis (products & services)
- Importance comparison between product or service characteristics
- Verbal/numerical modification of rating scales and its effect
- A quantitative topic of your choice (empirical)

For all topics below, data collection is not necessary but will be provided by the supervisor:

- Quantitative: The impact of job characteristics (payment, atmosphere, sustainability, image...) on the overall employee satisfaction
- Quantitative: Job satisfaction comparison between countries, gender, type of work...
- Qualitative: Content analysis of open-ended questions (e.g. "My personal job characteristics will be best increased by...")
- Quantitative: Reconstructing common ski paths in different skiing areas based on ticket data.
- Quantitative: Dynamic pricing ideas for ski lift operators.
- Quantitative: The impact of different ski area characteristics on the overall satisfaction.

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)
- Tourism Education (Comparing curricula and faculty, national and international studies)
- Predicting the Number Visitors on Kahlenberg: Volume and Visitor Profiles
- Responses of tourism destination marketing organizations to COVID-19 crises
- Simulation models for predicting the COVID-19 recovery of destinations

Zekan, Bozana

Topic areas

- Destination management, destination marketing
- Measurement of success: key performance indicators, benchmarking, and competitiveness in tourism
- Tourism planning and policy
- Destination image
- Urban tourism development
- Sustainable tourism (especially with a focus on the stakeholders' perspectives and overtourism)
- Sharing economy
- Experience economy
- Tourism crisis management
- Film-induced tourism
- Cultural tourism
- Service management, leadership, and innovation
- HR management