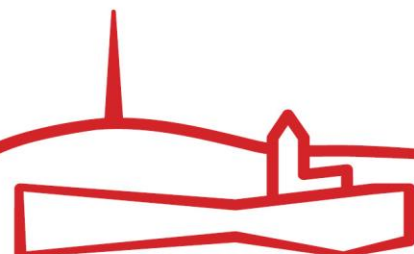


Undergraduate Thesis Topics

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](#)

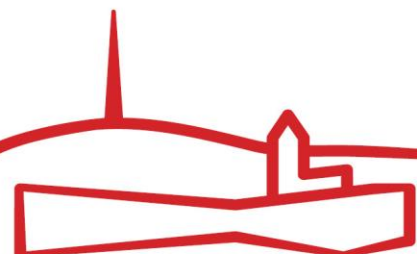
Topic areas

- 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

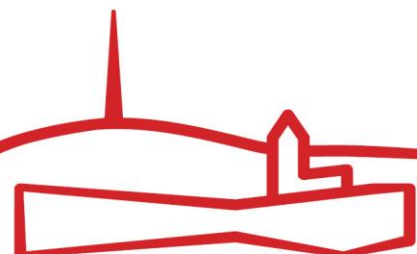
Thesis titles

- 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

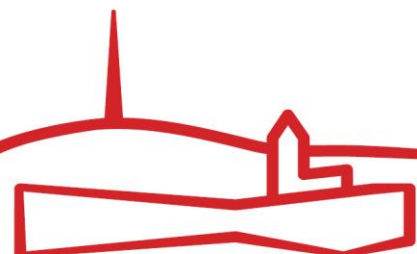
Thesis titles

- 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

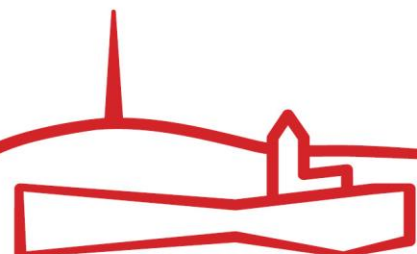
Topic areas

- 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

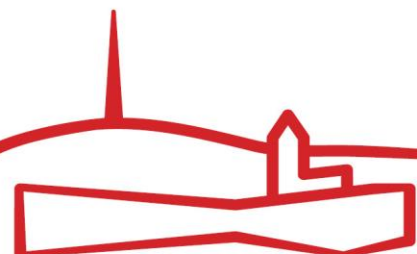
Topic areas

- 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

[Kolomojets, 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

[Lalivic, 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

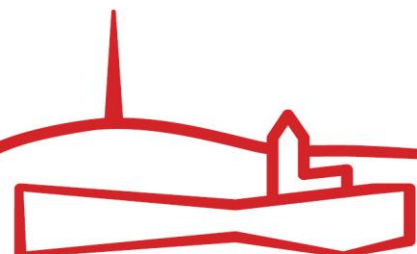
Topic areas

- 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](#)

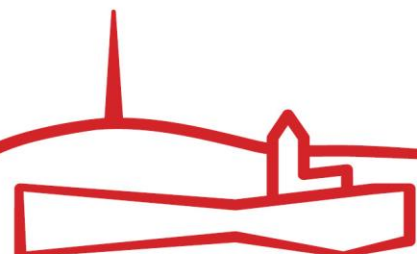
Topic areas

- 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

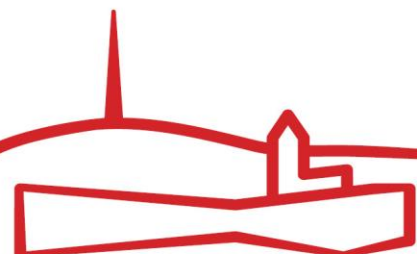
Thesis titles

- 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?

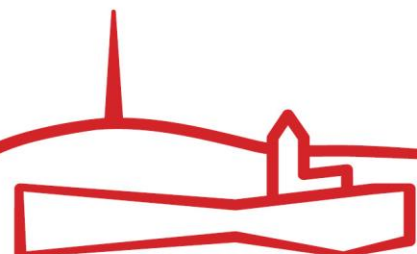
Scharl, Arno

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)

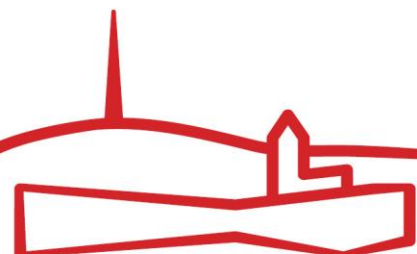
Sedlacek, Sabine

- 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

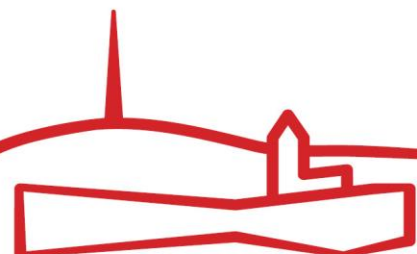
Vlasich, Sebastian

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

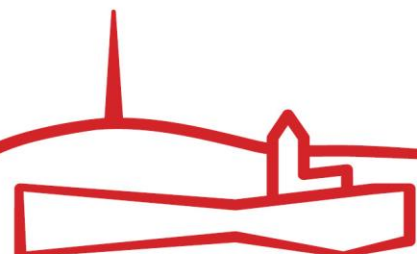
Weismayer, Christian

Topics areas

Tourism

- Destination indicators at the sub-national level (identification, collection, analysis)
- Working with (touristic) geodata (e.g., OpenStreetMap) (data will be provided by the supervisor)
- Environmental indicators of (tourism) destinations (identification, collection, analysis)
- Geographical information system topics (analysis & visualization)

Carrying capacity of tourism destinations



- Analyzing product reviews (e.g., Amazon)
- Analyzing restaurant reviews (e.g., Tripadvisor) (data will be provided by the supervisor)
- Analyzing accommodation reviews and characteristics (e.g., Airbnb)

Quantifying emotions (e.g., text mining open responses of employee satisfaction surveys) (data will be provided by the supervisor)

Analyzing social media posts (e.g., Instagram) (data will be provided by the supervisor)

Reconstructing touristic travel paths (data will be provided by the supervisor)

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

- 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

Yu, Joanne

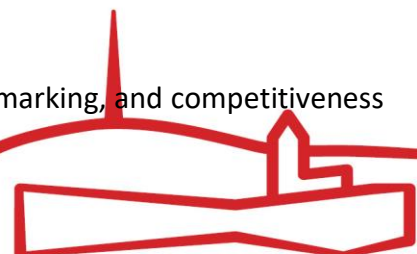
Topic areas

- Destination marketing, destination image
- Instagram marketing
- Online reviews and satisfaction/experience
- Consumer/tourist experience
- Consumer psychology
- Human-robot interaction in service/tourism
- Analysis of user-generated content
- Use of image in online marketing
- Eye tracking technology
- Methodological focus: sentiment analysis / emotional analysis / topic modelling / machine learning (knowledge in programming is not a must)

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

