MSc / MBA Thesis Topics

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

Overview

SUSTAINABLE DEVELOPMENT / PUBLIC GOVERNANCE / POLICY

Ecological Economics and Energy Studies

- Energy-Analysis: Renewable Energy, Energy Return on Investment,.. - Kerschner

- Energy Surplus and Power - Kerschner

- Material and Energy Flow Analysis – Environmental Impacts - Kerschner

- Systemic Constellations and the Environment – Kerschner

- Input-Output Analysis - Energy and Materials - Kerschner

- Biophysical Economic vs. Political Ecology – strategies for overcoming the dichotomy - Kerschner

- Resource Limits e.g., Peak-Oil - Kerschner

- Collapse theories - a critical appraisal - Kerschner

- Efficiency reconsidered - Kerschner

- Jevons Paradox /Rebound effect – Kerschner

- Ecological Macroeconomics – Kerschner

- Zero-Carbon Economy - Kerschner

- Biophysical impacts of new Technologies (e.g. Energy needs) – Kerschner

- Farm-level metabolism over time (good level of German is required) - Kerschner

- From techno-enthusiasts to sceptics: attitudes towards technology in a national context - Kerschner

- Input-Output Analysis (IOA) and its further potentials for studying the impacts and vulnerabilities of resource constraints - Kerschner

- Linking social capital to sustainable life-styles - Kerschner

- Otto Neurath's Utopian Economics and Degrowth - Kerschner

- Peak-Oil and Austria/ the Czech Republic or other countries - Kerschner

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

Degrowth

- Degrowth – The emerging sustainability paradigm - Kerschner
- Degrowth and Technology – Kerschner
- Are Fab-Labs, Bike-kitchen, Maker-Spaces, etc. Degrowth in practice? - Kerschner
- Does "technological democratization" life up to its promises? -Kerschner
- Is the term "Degrowth" a good choice? - Kerschner
- Steady-State Economy (SSE) vs Degrowth reconsidered - Kerschner
- Demography (Population) and Sustainability (Degrowth) - Kerschner
- Conviviality in Theory and Practice - Kerschner

Policy

- Banking Regulation - Christopoulos
- EU Policy - Christopoulos
- Policy Studies / Analysis - Christopoulos
- Policy analysis and evaluation – Sedlacek

Public Governance

- Climate Change Governance – Sedlacek
- Cross Border Governance - Christopoulos
- Global Responsibility - Sedlacek
- Governance for Sustainable Development – Sedlacek
- Network Governance - Christopoulos
- The Relationship between 'Good Governance' and Regional Development – Sedlacek
- The weaknesses of democracy for achieving environmental sustainability - Leonard
- Governance of (new) technologies – the Degrowth perspective - Kerschner

Sustainable Development

- Sustainability transitions - Sedlacek

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

- Climate Change and its Consequence for Different Types of Regions – Sedlacek

- Partnerships for Sustainable Development – Sedlacek

- Deforestation in Latin America - Christopoulos

- Governance of Sustainable Development - Christopoulos / Sedlacek

- Sustainable Regional Development - Sedlacek

- Social Sustainability - Ponocny

- Social indicators and well-being assessment - Ponocny

- Evaluating well-being and quality of life - Ponocny

- The assessment of different well-being components - Ponocny

- Attitudes which have changed due to the corona crisis - Ponocny

- Evaluating urban and/or regional climate governance – Sedlacek

- Sustainable development versus sustainability – Sedlacek

- The UN 'Energy for all' strategy and its contribution to development – an evaluation – Sedlacek

- Fast fashion versus sustainable fashion and its contribution to development – Sedlacek

- Critiquing the UN's SDGs – Leonard

- Living within limits: "strong" sustainability – Leonard

- Human population dynamics – Leonard

- Envisioning a livable Steady-State Economy – Leonard

- Sustainable Development and the COVID19 Pandemic – Kerschner

- Systemic Approaches to Sustainability issues - Kerschner

- Repairing the old or buying a new (e.g. cars) – what is more sustainable? - Kerschner

Urban and regional development

- Sustainable regional development – Sedlacek

- Urban development and sustainability - Sedlacek

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

- Critical review of the Smart City concept – Sedlacek

- Resilient regions and/or cities – Sedlacek

- Carrying capacity methodology for assessing regional sustainability – Sedlacek

- Energy regions – The role of regional stakeholders in energy transitions - Sedlacek

- The role of universities in regional development – Sedlacek

- Regional engagement of universities - Sedlacek

- Innovation as a driver for regional development – Sedlacek

- Eco-communities – Kerschner

- Community renewable energy - Kerschner

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

MANAGEMENT

Consumer Behavior

- Consumers' product reviews and Impact on sales/ purchase decisions – Dickinger

- Deviant Consumer Behavior – Dickinger

- Mobile Marketing: a customer perspective- Dickinger

- Luxury Services - Dickinger

- Identifying and understanding unconventional luxury in service contexts - Lalicic

- Online Information Search and Decision Making - Dickinger

- Retail crowding and self-determination – Garaus

- Sensory cues in Internet retailing – Garaus

- The influence of trivial product attributes in brand alliances – Garaus

- The role of partnering brands' attribute strength in brand alliances – Garaus

- The role of typicality in package design – Garaus

- Unconventional Luxury online (experiencing, giving, producing, or sharing); - Lalicic

- Importance comparison between product or service characteristics – Weismayer

- Pro-environmental behavior, and the barriers against - Ponocny

- Environmental psychology - Ponocny

- Loss aversion and the business cycle, explaining asymmetric consumer behavior – Smeral

- Sustainable consumption – Dickinger

- Conscious choices - Dickinger

- The environmental sustainability of animal vs. plant-based nutrition - Leonard

- Ethical issues surrounding the consumption of animals - Leonard

- Sufficiency: how do we decide on what is enough? - Leonard

- 'Unattainable goals' as a driver of unsustainable consumption – Kerschner

- Keeping up with the Joneses - Conspicuous consumption – Kerschner

- Eco-labelling – a critical perspective – Kerschner

- Is the consumer sovereign in the marketplace? - Kerschner

Economics / Finance

- Banking Regulation - Christopoulos

- Political Risk in Economic Action - Christopoulos

- Demand modeling and forecasting – Gunter

- Revenue modeling and forecasting – Gunter

- Forecasting combination: a way to minimize forecasting errors - Smeral

- General topics in macroeconomics (e.g., monetary policy, fiscal policy, labor market policy) – *Gunter*

- Crypto-Currencies: Pricing and Fund Management - Weinmayer

- Sustainable Finance: Pricing and Fund Management - Weinmayer

- Sustainable Finance: Impact Assessment - Weinmayer

- Sustainable Finance: Public Policy - Weinmayer

- The Venture Capital Industry - Christopoulos

- Pricing strategies for different market structures – Gunter

- Behavioral (experimental) economics – Ponocny

- Pricing strategies for different market structures – Gunter

- Debt-based money: a barrier to ecological sustainability – Leonard

- Universal Basic Income – Leonard

- Universal Basic Services - Leonard

- Economic inequality and progressive taxation – Leonard

- Alternative currencies and sustainability (degrowth) – Kerschner

- Linking the financial sector with biophysics – Kerschner

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

- Ecological Macroeconomics – Kerschner
- Interest rates in a Steady State Economy - Kerschner

Human Resources

- Quantitative: The impact of job characteristics (payment, atmosphere, sustainability, image…) on the overall employee satisfaction (data collection is not necessary but job satisfaction survey data like ratings and open responses will be provided by the supervisor) – Weismayer
- Diversity issues in the work context – Ponocny
- Happiness at work – Ponocny
- Quantitative: Job satisfaction comparison between countries, gender, type of work… (data collection is not necessary but job satisfaction survey data like ratings and open responses will be provided by the supervisor) – Weismayer
- Qualitative: Content analysis of open-ended questions (e.g. "My personal job characteristics will be best increased by…") (data collection is not necessary but job satisfaction survey data like ratings and open responses will be provided by the supervisor) – Weismayer
- Employer Branding – Match or Mismatch with Employees' Self-Perception - Dickinger
- Emotional labor at the work place: front line employees' bruden – Dickinger
- Various Topics in HR Management (e.g., employee satisfaction, motivation, turnover, work-life balance, leadership vs. management, empowerment, diversity, etc.) - Zekan

New Media & Technologies in Business

- Applications of blockchain technology (DLT) – Treiblmaier
- Digital signage and targeting strategies – Garaus

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

- Digital footprints and how to use them for business intelligence – Dickinger & Gunter

- Implications of blockchain technology (DLT) – Treiblmaier

- Mobile Marketing at the Point of Sale – Garaus

- Predictive Media Intelligence – Scharl

- Ambient Search and Content Recommendations for Publishers – Scharl

- Domain-Specific Use Cases for Social Media Listening - Scharl

- Possible Knowledge Gain from Product Characteristics Online – Weismayer

- Online review analysis (products & services) - Weismayer & Dickinger

- Social Media Marketing – Dickinger

- The Creation of New Supply Chains Using the Internet of Things – Treiblmaier

- The Impact of the Mobile Phone on Consumption – Dickinger

- Use of Business Intelligence (Web or Social Media, Monitoring or Analytics) in Online Marketing - Nixon

- Usage and Analysis of Mobile or TV Applications or Content in Online Marketing - Nixon

- Usage and Analysis of Digital Images or Videos in Online Marketing - Nixon

- Use of Augmented or Virtual Reality in Online Marketing - Nixon

- Use of Digital Applications (Mobile or TV) in Online Marketing - Nixon

- Use of Digital Media in Online Marketing - Nixon & Dickinger

- Uses and gratifications in media multitasking – Garaus

- Using Gamification to Improve Student's Learning Experience – Treiblmaier

- Video Blogs' Impact on Brands – Dickinger

- Sustainability (Degrowth) and (new) technologies – Kerschner

- Attitudes towards technology – from enthusiasm to skepticism – Kerschner

- See also New Media & Technologies in the Tourism Industry

Innovation and Entrepreneurship

- Business Model Innovation for Service Firms – Lalicic

- Entrepreneurship Networks – Christopoulos

- Innovation and Entrepreneurship as Drivers for Regional/Urban Economic Development - Sedlacek

- Innovation Dissemination - Christopoulos

- Innovation in the Service Industry – Dickinger

- Open Innovation – Dickinger

- Service Innovation – Zekan

- Social Entrepreneurship - Christopoulos

- The Start-up Ecosystem – Sedlacek

- Entrepreneurial Innovation – Sedlacek

- User motivation and idea generation platforms – Garaus

Marketing and Communication

- Branding and Digital Marketing – Dickinger

- Effective Handling of Complaints – Theory and Practice – Dickinger

- Emotional targeting at the Point of Sale – Garaus

- Experiential marketing (FB ads experiments, Snapchat, Instagram etc) - Lalicic

- How to Create Memorable Experiences During Shopping – Dickinger

- Multi versus cross-channels marketing – Lalicic

- Stereotypes in marketing – Ponocny

- Data-Driven Communications and Content Production Tools – Scharl

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

- Measuring and Visualizing Communication Success – Scharl

- Vegan advocacy - Leonard

- Education for sustainability – Leonard

- Marketing and Sustainability (Degrowth) - Kerschner

Sustainable Business / Business Ethics & CSR

- Corporate Responsibility and Corporate Sustainability - Lund-Durlacher

- CSR Impact Assessment - Lund-Durlacher

- Global Responsibility - Sedlacek

- Green Business Strategies – Sedlacek

- Circular economy and innovation – Sedlacek

- How does the circular economy affect certain industries? - Sedlacek

- Green Consumer Behavior – Dickinger

- Greening the Building Industry - Sedlacek

- Social Entrepreneurs - Christopoulos

- Social Psychological Aspects of Sustainability - Ponocny

- Sustainable Business Strategies - Sedlacek

- Sustainable Entrepreneurship – Sedlacek

- Sustainability Reporting – Leonard

- Stakeholder identification and engagement – Leonard

- Degrowth and Businesses – Kerschner

- Trapped in the treadmill: Why do Businesses need to grow? - Kerschner

TOURISM

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

New Media & Technologies in the Tourism Industry

- A Focus on the Younger Tourist (teenagers) and their Usage of New Technologies (i.e. Gamification) - Lalicic

- Analysis of how the Web or Social Media affects Tourism Decision Making - Nixon

- Comparative Text Mining of Customer Reviews - Mazanec

- Effect and Effectiveness of Image and Video in Online Tourism Marketing - Nixon

- Family Holidays and the Integrated Use of Technologies - Lalicic

- Impact of Mobile Device Usage on Tourist Experiences – Dickinger

- Information on the Go: How mobile guides impact the tourist experience – Dickinger

- Mobile Applications for Tourism – Dickinger

- Instagram and travel - Dickinger

- Online Brand Management in Tourism – Lalicic

- Tourism Intelligence and Stakeholder Perceptions - Scharl

- On-site Behavioral Changes Due to the Mobile Phone Use - Lalicic

- Online review analysis (products & services) - Weismayer

- Robotics and AI in Tourism – Dickinger & Lalicic

- Attitudes towards Virtual Tourism – Ponocny

- Technology's impact on traveler/customer experience – Dickinger

- Self-service technologies in service design (service mapping and optimization) - Lalicic

- Service Recovery on the Internet – Dickinger

- Social Media Analytics for Tourism Stakeholders (DMOs, Hotels, Restaurants etc.) - Nixon

- Social Media Engagement for Tourism Providers: Pitfalls and Challenges - Lalicic

- Storytelling in Experience Cases - Lalicic

- Strengths and Weaknesses of Global Search Engines for Finding Tourism Information - Wöber

- Tourism Research on Wikipedia - Wöber

- Use of Digital Applications (Mobile or TV) in Online (Tourism) Marketing - Nixon

- Use of Digital Media in Online (Tourism) Marketing - Nixon

- What makes touristic moments or experiences "memorable" versus what makes them "sharable" - Stienmetz

- The moderating role of social media in the relationship between experience and emotional or cognitive arousal- Stienmetz

- The significance of the authenticity of shared moments and the overall touristic experience "story" presented to a visitor's followers on social media- Stienmetz

- Digital footprints of tourists (Google searches, social media, etc.) as leading indicators in tourism demand forecasting – *Gunter*

- See also New Media & Technologies in Business

Social and Behavioral Issues in Tourism

- (Online) Consumer Deviant Behavior (#boycott) – Lalicic

- Advancing Set Theory for Travel Destinations - Zins

- Benchmarking the Limits of ACA and CBC Designs for Tourism Products - Zins

- Boutique Hotels: Are they perceived to be different? - Dickinger

- Business Tourism and Work-Life-Balance - Ponocny

- Business Travelers- what do they want/loyalty/experience design etc. - Lalicic

- Competitive Experiments: ACA vs. CBC for tourism products - Zins

- Dark Tourism, Battle Field Tourism and Similar: What makes places of tragedies attractive? - Ponocny

- The motive of "having been there" - Ponocny

- Digital signage in tourism – Garaus

- Empirical Analysis of Importance Evaluations of Hotel Attributes - Dickinger

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   **www.modul.ac.at**

- Imagination and service expectations – Garaus

- Influence of Online Photos or Videos on Traveler Decision Making - Nixon

- Medieval Festivals: What kind of needs do they meet? A characterization of suppliers and/or consumers - Ponocny

- On the Relationship between Travel Horizon and Travel Portfolios - Zins

- Online Information Search and Decision Making - Önder

- Online review analysis (products & services) - Weismayer

- Residents' Attitudes towards Seasonality in Tourism - Zekan

- Residents' Attitudes towards Tourism (and Overtourism) - Zekan

- Searching for a good alternative? Tourists-decision making on the go and persuasive marketing techniques - Lalicic

- Self-service technologies (what do consumers want, how does this effect the overall brand experience etc.) - Lalicic

- Subjective Well-Being of Tourists - Ponocny

- The role of Tourism for Subjective Well-Being - Ponocny

- The Impact of Loss Aversion on International Tourism Demand - Smeral

- The Impact of Videos/Blogs/Photos on Trip planning – Dickinger

- The Impact of Word of Mouth on Buying/Booking Decisions – Dickinger

- The Role and Impact of Pictorial Stimuli in Conjoint Experiments in Tourism - Zins

- This is my home! Residents' responses to tourism – Lalicic

- Use of Multimedia Content by Tourists Planning or During a Trip - Nixon

- Visiting Historical Sites: A review of motivations to get in spatial touch with the past - Ponocny

- Ethical considerations of gamified tourism apps- Stienmetz

- Gamification as a solution to Over-tourism- Stienmetz

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

Sustainable Tourism

- (Bike) Sharing Systems in Tourism – Lalicic
- Advances in Eco-certification Schemes in Tourism - Lund-Durlacher
- CO_2 Estimation of Tourism in European cities - Wöber
- Community-Based Approaches for Sustainable Tourism - Sedlacek
- Compensation of Travel Related to CO_2 Emissions: Industry/Consumer acceptance - Lund-Durlacher
- Corporate Sustainability and Responsibility in the Hospitality and Tourism Businesses - Lund-Durlacher
- Ecotourism and Sustainable Development in Low- and Middle-Income Countries - Gunter
- Indigenous and community-based ecotourism and forest protection – *Gunter*
- Factors Affecting the Adoption of CSR Practices in Hospitality and Tourism Businesses and Organizations - Lund-Durlacher
- Green/Social Innovations in Hospitality and Tourism (SME) Businesses and Destinations - Lund-Durlacher
- Greening Hotel and Restaurant Businesses - Lund-Durlacher
- Information Dissemination, Communication, and PR Evaluation/Monitoring of CSR Practices - Lund-Durlacher
- Integrating Sustainability into a DMO's Strategy - Zekan
- Measurement Tools for Sustainable Destination Design and Impact Assessment - Lund-Durlacher
- Mobility and tourism: innovations, alternative modes of transportation, drivers of sustainable mobility in tourism – Lund-Durlacher
- Social Entrepreneurs - Christopoulos

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

- Social Entrepreneurship as a New Tool for Sustainable Tourism? - Sedlacek / Lund-Durlacher

- Sustainability and Tourism - Lund-Durlacher

- Sustainability Measurement: The Ongoing Challenges for Destinations - Zekan

- Sustainable destination planning – stakeholders' perspectives & Smart city paradigm – Lalicic

- Sustainable Food - Lund-Durlacher

- Sustainable Tourism - Gunter, Zekan

- Sustainable transportation modes in destinations, transport hubs etc., what works and what doesn't - Lalicic

- The Future of Winter Sport Tourism in the European Alpine Countries - Smeral

- The Role of Stakeholders in Sustainable Tourism - Sedlacek, Zekan

- Tourism and Climate Change: Adaption and mitigation strategies - Lund-Durlacher

- Analysis of energy consumption/costs and energy efficiency potential in the hospitality/gastronomy industry – Lund-Durlacher

- Investigating climate-friendly food offers: design and customer acceptance – Lund-Durlacher

- Governance processes and multi-stakeholder network design for sustainable food supply in the hospitality industry – Lund-Durlacher

- Business cooperation in tourism for energy efficiency – Lund-Durlacher

- Incentives for businesses for climate friendly investments – Lund-Durlacher

- How to integrate sustainability/climate knowledge into travel agents customer communication processes – Lund-Durlacher

- How to change consumer behavior toward more climate-friendly behavior – Lund-Durlacher

- Diversity/Gender issues in tourism – Lund-Durlacher

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

- The tourism labor market: analyses, challenges, solutions – Lund-Durlacher

- The SDGs and the tourism industry: analyses, status quo, acceptance, implmenetation, best practices across all tourism sectors, national/international – Lund Durlacher

- Circular economy in tourism – Lund Durlacher

- Authenticity, Identity and Social-cultural impacts of peer-to-peer accommodation- Stienmetz

- SDG (Sustainable Development Goals) Monitoring in Tourism Communication – Scharl

- Degrowth/Mobility and Tourism – Kerschner

- The biophysics (material and energy) of Tourism – *Kerschner*

- Impact of resource scarcities (e.g. Peak-Oil) on Tourism - *Kerschner*

Tourism Management and Strategy

- Destination image measurement - Weismayer

- Culinary Experiences (e.g. wine tourism) – Lalicic

- Design Science in Tourism: From Process to Experience – Dickinger

- Destination Benchmarking (case studies using data from TourMIS) - Wöber

- Destination Competitiveness and Tourism Performance - Mazanec

- Destination Image - Zekan

- Destination Marketing and Demarketing - Zekan

- Effective Handling of Complaints – Theory and practice – Dickinger

- Health tourism - Dickinger

- Entrepreneurship / Startups in Tourism —- Lalicic

- Film-induced Tourism: A Long-Term Strategy for DMOs? - Zekan

- Forecasting Accuracy of the European Cities EC - (tourism) Business Survey - Smeral

- Innovation in the Business Travel Segment - Lalicic

- Measurement of Success: Key Performance Indicators, Benchmarking, and Competitiveness in Tourism – Zekan
- Segmentation and Positioning Analysis of Tourism Destinations/Products - Mazanec
- Stakeholder Engagement in Destination Development- Serious Gaming Techniques- Lalicic
- Experience design in tourism - Dickinger
- Strategies for Service Recovery in the Hotel/Airline/XY Sector – Dickinger
- Tourism Planning and Policy (cities, regions, and/or countries) - Zekan
- Tourists' Integration into New Product Development - Lalicic
- Destination competitiveness from a longitudinal point of view - Weismayer
- Geographical tourist destination characteristics – Weismayer
- Factors Influencing Tourism Stakeholder Collaboration – Stienmetz
- Stakeholder "co-opetition" and Destination Performance – Stienmetz
- Smart Destinations – Antecedents of Inter-organizational Information Sharing- Stienmetz
- Panarchy and the Tourism Area Life Cycle- Stienmetz
- Quantitative: Reconstructing common ski paths in different skiing areas based on ticket data. - Weismayer
- Quantitative: Dynamic pricing ideas for ski lift operators. - Weismayer
- Quantitative: The impact of different ski area characteristics on the overall satisfaction. - Weismayer

Tourism Economics & Trends
- Analysis and Prospects for the City Tourism Market Share in Europe - Wöber
- Impact of Financial Crisis on Travel Behavior of the Austrian Population - Zins

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

- Macroeconomic Importance and Impact of the Tourism Sector- Gunter

- Market Structure and Competition in the Tourism Sector - Gunter

- Pricing strategies in the tourism sector – *Gunter*

- Safety and Security Concerns within the Travel and Tourism Industry - Christopoulos

- Smart destinations and its influence on tourism demand - Stienmetz

- The Effects Added Tax Decrease for Lodging - Smeral

- The Effects of Sharing Economy on a Destination's Competitiveness - Lalicic

- The Growth and Impacts of Urban Tourism - Lalicic

- The Impact of 'Smart' on the Traveler's Choice of a Destination – Zekan

- The Impact of Sharing Economy on Various Destinations - Zekan

- The Influence of Proximity and Accessibility on International Tourism Demand - Wöber

- Tourism Demand Forecasting (cities, regions, countries) modeling and forecasting - Gunter

- Tourism in the Media - Ponocny

- Tourism Trends due to Changes in Popular Culture - Ponocny

- Tourism trends due to structural changes in the socio-economic framework conditions - Smeral

- Trends in City Tourism - Zekan

- Growth factors of city tourism – Smeral

- Forecasting overtourism – Smeral

- Moderating effects of experience type on the relationship between trip structure and value- Stienmetz

MEASUREMENT AND METHODS

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW   www.modul.ac.at

- Applied choice analysis (Discrete choice modeling) - Hrankai

- Beyond Bednights and Receipts: Discussion on the Measures of Tourism Success for Destinations and DMOs - Zekan

- Evaluating sustainable tourism indicators – what is useful, how are they used? - Lund-Durlacher

- Exploring Cultural Value Scales on Individual and Country Levels - Mazanec

- Verbal/numerical modification of rating scales and its effect - Weismayer

- Methods / Indicators to Measure the Success of Marketing Co-operations in Tourism - Lund-Durlacher

- Serious Gaming- how to design an effective serious game, how do to people play and learn together, what is the impact of the game, how effective is such tool for team-building, strategy design etc.? – Lalicic

- Social Networks as a Method of Analysis - Christopoulos

- Quantifying emotions – Weismayer

- Opinion Mining and Emotion Extraction - Scharl

- The use of Mixed Methods Analysis – Christopoulos

- A quantitative topic of your choice (empirical) – Weismayer

- Measurement of over tourism: subjective and objective methods – Smeral

- Value Creation Networks and a New typology of tourism experience- Stienmetz

- The validity of scientific conclusions: missed options in scientific to support interpretations - Ponocny

- The measurement of subjective viewpoints using Q methodology – Leonard

- The exploration of 'systems constellations' as a scientific method – Kerschner

- Post Normal Science and complexity - Kerschner

Modul University Vienna GmbH | Am Kahlenberg 1, 1190 Vienna, Austria
Tel: +43 1 320 3555-0 | Email: office@modul.ac.at
Business Nr: FN 277162t | VAT: ATU 62643214 | IBAN: AT29 1200 0506 6311 4201 | BIC: BKAUATWW
www.modul.ac.at