



Scientific Project in E-Business

In this seminar, students will work on a scientific project applying techniques of academic research. The projects consist of theoretical, empirical or experimental research that is carried out in a project group. Additionally, the project may involve researchers from other groups at the OVGU, at other research institutions, or in private enterprises. After consultation with the Chair, students studying a semester abroad may also be able to register for the seminar.

Outline of the seminar

The seminar consists of three parts, all of which are individually graded. The first part of the seminar involves a thorough literature review, preparing a structured table and giving a talk. The second part comprises the investigation of the research question. This can be done either by conducting an experiment or a survey, or processing already existing data sets. This part ends with the presentation of the collected data. The last part of the seminar deals with the statistical analysis of the data. Participants are required to write a seminar paper, based on which the final grade will be awarded.

The kick-off meeting provides the opportunity to answer your questions regarding the topics. After responding your questions, the assignment of groups and topics will take place.

Some topics are offered exclusively in German (DE). For other topics we offer you the option of choosing between German (DE) and English (EN), however, English is recommended.



Research Topic 1 (DE): Market research for an e-business in the gardening sector

This topic offers you the opportunity to support a start-up in the gardening sector. Your group will research the market regarding similar products, demand for the product, and the potential customer base.

Research Topic 2 (DE): Market research and strategy development in an online trading company

This topic offers you the opportunity to gain insights in an online trading company. Your group will investigate approaches to customer return management in the literature, and analyze the particular situation at the company. This will be followed by the development of a customer return management strategy in collaboration with those responsible at the company.

Research Topic 3 (DE/EN): Social Inequality in the Context of E-Business

Digitization is advancing on all continents; it does not solely produce winners, nor does it only produce losers. In Europe, it seems evident that social inequality is being promoted by digitization. Use of the internet depends on socio-economic background. Higher education and lower age favor profitable internet use. If we consider the case of Africa, we also find winners and losers. The market for mobile phones has been booming for several years. It offers people the opportunity to independently distribute their end product and to participate in the banking system. But of course, this is only if people have suitable access to the internet. Your group will collect data on social inequality and digitization to compare the impact digitization has on social inequality throughout different parts of the world.

Research Topic 4 (DE/EN): Well-Being in the Context of Digitization

On the one hand, digital technologies provide the opportunity to increase well-being at work by increasing autonomy and making working hours more flexible; on the other hand, digital technologies fundamentally change working

relationships. They offer the possibility of always being online and of working practically around the clock from anywhere in the world. Do the advantages outweigh the disadvantages and how can we measure well-being? Your group will collect data on well-being at work and investigate how it is related to digitization and work autonomy.

Research Topic 5 (DE/EN): Work Morale and Work Ethics at Home

Working remotely and hybrid models of work have received a significant boost through the years in the pandemic situation. This topic gives you the opportunity to get to the bottom of work morale and work ethics comparing working at home to working in a company environment. Your group will collect data on work morale and work ethics and analyze them across different work settings.

Ansprechpartnerin

Lehrstuhl E-Business
Universitätsplatz 2
39106 Magdeburg
Gebäude 22B-305

Mathilde Dräger

Tel.: 0391 67-58796

Sprechzeiten n. V.

✉ mathilde.draeger@ovgu.de

Projektseminararbeit Praktikum

Zudem bieten wir die Möglichkeit an, während eines Praktikums eine wissenschaftliche Projektseminararbeit anzufertigen. Bitte kontaktieren Sie uns, wenn Sie eine Praktikumszusage haben. Sofern Sie noch auf der Suche nach einer Praktikumsstelle sind, empfehlen wir Ihnen die folgende

Seite: > <http://www.fww.ovgu.de/home/Studierende/Jobs+>

You can also write a Scientific Project Paper during an internship. Feel free to contact us when you have the acceptance for an intership. If you're still looking for an intership please check the following

side: > <http://www.fww.ovgu.de/home/Studierende/Jobs+u>

Dieses Proseminar wird als asynchrone Onlineveranstaltung dienstags 13-17 Uhr angeboten.