

## Scientific Project in E-Business

In this seminar, students develop and carry out a scientific research project. Projects may be of a theoretical, empirical, or experimental nature. Students will work together in a team to finish their project. Projects may also involve researchers from other groups at the OVGU, other research institutions, or private enterprises. After consultation with the chair, students currently studying a semester abroad may also be able to register for the seminar.

### Instructors

- › Jun.-Prof. Dr. Karina Held (<https://expecon.ovgu.de/>)
- › Dr. Anke Hielscher (<https://e-business.ovgu.de/Der+Lehrstuhl/Anke+Hielscher.html>)
- › M.A. Mathilde Dräger (<https://e-business.ovgu.de/Der+Lehrstuhl/Mathilde+Dr%C3%A4ger.html>)

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Time	Monday, 11:00 a.m. - 03:00 p.m.
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The seminar consists of three parts, all of which are individually graded. The first part of the seminar involves a thorough literature review, which you structure in a table and present. In the second part of the seminar, you come up with your research design and scope. You also hold a presentation for this part of the seminar. The last part of the seminar deals with the statistical analysis of the data you collected. Participants are required to write a scientific paper, which combines all three parts of the seminar.

The kick-off meeting provides the opportunity to answer your questions regarding the topics. After this meeting, groups and topic will be assigned.

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.

You are welcome to work on your own topics, which may fall into the fields of e-business, marketing, or human resources. The following list of topics gives you further starting points for developing your own topic:

### *Work Integration After Graduating from the University of Magdeburg*

Magdeburg attracts people not only from all over Germany to study, but also from all over the world. Because of demographic change, among other things, skilled workers are being looked for all over Germany. Do graduates of the university stay in Magdeburg, or do they settle elsewhere, or do they leave Germany? What are the reasons for their decision? Does integration in the labor market proceed smoothly? Do working student positions or similar factors matter in this regard? Where do international students typically find a job? In your group, you will set up a suitable research question, which you will answer with the help of data collection, or secondary data.

### *Discrimination in the Context of E-Business*

Discrimination is an omnipresent topic. The Internet facilitates discrimination, for example, through the collection of data, or through the simple fact that people often remain anonymous. Whereas, on the one hand, the Internet offers the opportunity to connect people who might not otherwise have had the chance to do so (for example, because of their social status, or the region in which they live). On the other hand, this can lead to discrimination, for example, on freelancer platforms, or in pricing. Investigate the interplay of identity, social preferences, ignorance, and discrimination on the Internet.

### *Using Artificial Intelligence for Recruiting*

The use of artificial intelligence is becoming increasingly popular among companies in the recruitment and application process. Artificial intelligence helps speed up processes and find suitable personnel in a market with little supply. Besides, it also prevents attractiveness bias. On the other hand, the personal impression could give important indications on the future cooperation with the employee. What are the opportunities for the future of artificial intelligence in human resources, what are the limits to its use, and what do they depend on?

### *Social Inequality in the Context of E-Business*

Digitalization is advancing on all continents and is not only producing winners. In Germany, it is argued that social inequality is being promoted by digitalization as the use of the internet depends on socio-economic background. Higher education and higher income favor profitable internet use. Looking at other parts of the world, for instance, the continent of Africa, we also find winners and losers of digitalization. The market for mobile phones has been booming for years. It offers people the opportunity to independently distribute their end products. But of course, only if people have suitable access to the internet. It is up to you whether you approach the research question on social inequality with a focus on e-business globally or stay local. In your project group, you will pursue the research question.

### *Well-Being in the Context of Digitalization*

On the one hand, digital technologies offer 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 allow people to be always online and work practically around the clock from anywhere. Do the advantages outweigh the disadvantages of constantly being available and how can we measure well-being? You will develop a suitable research question in your group and investigate it.

### *Identity and Digitization*

Identity economics deals with the idea that people make economic decisions not only based on monetary incentives but also based on their identity. While the internet on the one hand offers the possibility to preserve one's anonymity. On the other hand, it creates a platform for expressing and exposing one's identity. Is there a difference between the real identity and the Internet Identity and how does it affect businesses' marketing strategies? Also, there is a new trend of being "real". What does this mean for marketing in the future?

Ansprechpartnerin

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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+und+Praktika.html>

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+und+Praktika.html>

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