List of Thesis Topics at the DLM
Winter Semester 2025/26

Prof. Dr. Jens Hogreve

Bachelor

Topic	Description	Method	Literature
Loneliness in the Context of Service Research	Conduct a comprehensive literature review on the transformation of third places, examining how these spaces evolve to address loneliness in hybrid or online environments. Develop a structured synthesis that identifies gaps and opportunities for future research. Explore existing theories, frameworks, and recent research on consumer loneliness, third places, and service design.	Literature Review	• Parkinson, J., Schuster, L., & Mulcahy, R. (2022). Online third places: supporting well-being through identifying and managing unintended consequences. Journal of Service Research, 25(1), 108-125. • Rosenbaum, M. S. (2006). Exploring the social supportive role of third places in consumers' lives. Journal of Service Research, 9(1), 59-72. • Song, H., Altinay, L., Sun, N., & Wang, X. L. (2018). The influence of social interactions on senior customers' experiences and loneliness. International Journal of Contemporary Hospitality Management, 30(8), 2773-2790.
Remote IT Service Experience with AR/VR	Conduct a comprehensive review on the opportunities of AR/VR technology for a remote IT service desk at the KU. Develop a structured synthesis of first (requirements), technical feasibility, and customer antecedents and outcomes based on a systematic review of the literature and (potentially) short interviews with students and IT service desk employees.	Literature Review and Case Study	• Zarantonello, L. and Schmitt, B.H. (2023), "Experiential AR/VR: a consumer and service framework and research agenda", Journal of Service Management, Vol. 34 No. 1, pp. 34-55. https://doi.org/10.1108/JOSM-12-2021-047 • Heller, J., Chylinski, M., de Ruyter, K., Keeling, D. I., Hilken, T., & Mahr, D. (2020). Tangible Service Automation: Decomposing the Technology-Enabled Engagement Process (TEEP) for Augmented Reality. Journal of Service Research, 24(1), 84-103. https://doi.org/10.1177/1094670520933692
IT Service Standards for Universities - a Critical Analysis of ITIL v4	Conduct a comprehensive review of theories on IT service management, specific requirements of universities' stakeholders (i.e., students, employees) with regard to IT services, and critically evaluate the ITIL v4 framework for its fit to be used at universities. The analysis should be based on extant theories and framework in literature as well as a single case study of the KU IT service desk.	Literature Review and Case Study	• ITIL4: https://blog.itil.org/2019/08/itil4-die-sieben-grundprinzipien/ • Rudolph, D., Thoring, A., Remfert, C., & Vogl, R. (2017). A requirements engineering process for user centered IT services–gathering service requirements for the university of the future. In Design, User Experience, and Usability: Understanding Users and Contexts: 6th International Conference, DUXU 2017, Held as Part of HCI International 2017, Vancouver, BC, Canada, July 9-14, 2017, Proceedings, Part III 6 (pp. 275-293). Springer International Publishing.
Social media as a source of financial literacy	Conduct a comprehensive literature review about the current research on social media as a source of financial literacy, its impact on financial decision making and consumer financial wellbeing. Develop a structured synthesis that also identifies gaps and opportunities for future research around this topic.	Literature Review	• Mölders, M., Bock, L., Barrantes, E., & Zülch, H. (2025). Understanding finfluencers: Roles and strategic partnerships in retail investor engagement. Journal of Business Research, 198, 115462. https://doi.org/10.1016/j.jbusres.2025.115462 • Bai, Z., Zheng, S., & Hu, J. (2025). Is Social Media the New Retirement Advisor? Assessing the Impact of Social Media Influence on Retirement Planning. Journal of Consumer Affairs, 59(1), e70005. https://doi.org/10.1111/joca.70005

Master

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Loneliness in the Context of Service Research	Understanding how service-based "third places", traditionally offline spaces fostering social interaction, are increasingly transforming into mixed or online third places. Investigate the transformation of third places empirically with a focus on qualitative or quantitative data collection (secondary data is also possible) and analysis. Provide actionable insights into service strategies that can mitigate loneliness through innovative approaches.	Quantitative or Qualitative	• Parkinson, J., Schuster, L., & Mulcahy, R. (2022). Online third places: supporting well-being through identifying and managing unintended consequences. Journal of Service Research, 25(1), 108-125. • Rosenbaum, M. S. (2006). Exploring the social supportive role of third places in consumers' lives. Journal of Service Research, 9(1), 59-72. • Song, H., Altinay, L., Sun, N., & Wang, X. L. (2018). The influence of social interactions on senior customers' experiences and loneliness. International Journal of Contemporary Hospitality Management, 30(8), 2773-2790.
Chatbots for Student IT Services at Universities	Understanding the requirements, use and acceptance antecedents of IT service chatbots to be used by students at universities. Via a survey, an experimental design or depth interviews gain insights into specific requirements and acceptance and use intentions of chatbots by students. The research design should be developed based on extant theoretical frameworks and provide novel insights on user expectations for state of the art chatbots.	Quantitative or Qualitative	• Bilquise, G., Ibrahim, S. & Salhieh, S.M. Investigating student acceptance of an academic advising chatbot in higher education institutions. Educ Inf Technol 29, 6357–6382 (2024). https://doi.org/10.1007/s10639-023-12076-x
The role of Communication in Human-AI Collaboration	As large language models (LLM) based on artificial intelligence (AI) become central to knowledge workers' task completion, it is important for research and practice to gain insights into designing effective human-AI collaboration systems. The thesis is investigating different communication styles of gen AI systems and their effect on employee outcomes (e.g., willingness to collaborate, well-being). The study can leverage qualitative or quantitative research designs.	Quantitative or Qualitative	• Van Pinxteren, M.M.E., Pluymaekers, M. and Lemmink, J.G.A.M. (2020), "Human-like communication in conversational agents: a literature review and research agenda", Journal of Service Management, Vol. 31 No. 2, pp. 203-225. https://doi.org/10.1108/JOSM-06-2019-0175 • Vaccaro, M., Almaatouq, A., & Malone, T. (2024). When combinations of humans and AI are useful: A systematic review and meta-analysis. Nature Human Behaviour, 1-11.

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Using social media for personal finance	Understand how and why people use social media to learn about finance topics and how it impacts their financial behavior. What are users motivations, benefits and concerns? Conduct exploratory research through interviews. Analysis of social media data might also be an option.	Qualitative	• Mölders, M., Bock, L., Barrantes, E., & Zülch, H. (2025). Understanding finfluencers: Roles and strategic partnerships in retail investor engagement. Journal of Business Research, 198, 115462. https://doi.org/10.1016/j.jbusres.2025.115462 • Bai, Z., Zheng, S., & Hu, J. (2025). Is Social Media the New Retirement Advisor? Assessing the Impact of Social Media Influence on Retirement Planning. Journal of Consumer Affairs, 59(1), e70005. https://doi.org/10.1111/joca.70005 • Hoffmann, A., & Otteby, K. (2018). Personal finance blogs: Helpful tool for consumers with low financial literacy or preaching to the choir?. International Journal of Consumer Studies, 42(2), 241-254. https://doi.org/10.1111/ijcs.12412
How to measure the success of the service transition?	Investigate how companies operating in B2B environments measure the success of service transitions. It focuses on identifying the key value drivers that organizations use to define and evaluate successful transitions from project delivery to operational service. Through analysis of real-world practices, the study aims to provide a clear understanding of the service transition process and develop a framework for effectively monitoring and assessing its outcomes.	Qualitative/Case Studies	• Fang, E., Palmatier, R. W., & Steenkamp, J. B. E. (2008). Effect of service transition strategies on firm value. Journal of marketing, 72(5), 1-14. • Anderson, James C. and James A. Narus (1995), "Capturing the value of supplementary services", Harvard Business Review, 73 (1), 75-84. • Brax, S. A.; Visintin, F. (2017). Meta-model of Servitization: The Integrative Profiling Approach, Industrial Marketing Management, 60, pp. 17-32. • Favoretto, C., Mendes, G. H., Oliveira, M. G., Cauchick-Miguel, P. A., & Coreynen, W. (2022). From servitization to digital servitization: How digitalization transforms companies' transition towards services. Industrial marketing management, 102, 104-121.