

<b>Title</b>	<b>The Tenets of Digital Creativity: A Systematic Literature Review</b>
<b>Goal</b>	<p>Creativity of employees is a very important driver of innovation and growth in many industries. However, so far it is not entirely clear whether and how digital technology can hinder or support creativity.</p> <p>This seminar paper tries to shed light on this matter by systematically reviewing the literature. It thereby aims to summarize what has been researched with regards to the interlinkages between digital technology and creativity.</p>
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Amabile, T. M., Conti, R., Coon, H., Lazenby, J., and Herron, M. 1996. "Assessing the Work Environment for Creativity," <i>Academy of Management Journal</i> (39:5), pp. 1154–1184.</p> <p><b>T:</b> Cherry, E., and Latulipe, C. 2014. "Quantifying the Creativity Support of Digital Tools Through the Creativity Support Index," <i>ACM Trans. Comput.-Hum. Interact.</i> (21:4), pp. 21:1–21:25.</p> <p><b>T:</b> Chung, S., Lee, K. Y., and Choi, J. 2015. "Exploring Digital Creativity in the Workspace: The Role of Enterprise Mobile Applications on Perceived Job Performance and Creativity," <i>Computers in Human Behavior</i> (42), pp. 93–109.</p> <p><b>T:</b> Lee, M. R., and Chen, T. T. 2015. "Digital Creativity: Research Themes and Framework," <i>Computers in Human Behavior</i> (42), pp. 12–19.</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>MIS Quarterly</i> (26:2), pp. 13–23.</p> <p><b>M:</b> Smith, H. J., Dinev, T., and Xu, H. 2011. "Information Privacy Research: An Interdisciplinary Review," <i>MIS Quarterly</i> (35:4), pp. 980–A27.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. "A Guide to Conducting a Systematic Literature Review of Information Systems Research," <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. "Using Grounded Theory as a Method for Rigorously Reviewing Literature," <i>European Journal of Information Systems</i>, pp. 1–11.</p>
<b>Supervisor</b>	Dr. Dennis Steininger

<b>Title</b>	<b>Strategic Success Factors of Multi-Sided Digital Platforms – A Systematic Literature Review</b>
<b>Goal</b>	Multi-sided digital platforms such as eBay, Uber, or AirBnB have become a dominating phenomenon of the networked economy and today are challenging traditional players. Research has started to look at strategic activities and capabilities that make such platforms successful in entering the market or competing. This seminar therefore tries to gather existing research on this topic and summarize successful strategic activities from the literature. To do so, a systematic literature review will be performed.
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Kazan, E., and Damsgaard, J. 2016. “Towards a Market Entry Framework for Digital Payment Platforms,” <i>Communications of the Association for Information Systems</i>.</p> <p><b>T:</b> Staykova, K., and Damsgaard, J. 2015a. “A Typology of Multi-sided Platforms: The Core and the Periphery,” <i>ECIS 2015 Proceedings</i>.</p> <p><b>T:</b> Staykova, K. S., and Damsgaard, J. 2015b. “The Race to Dominate the Mobile Payments Platform: Entry and Expansion Strategies,” <i>Electronic Commerce Research and Applications</i> (14:5), pp. 319–330.</p> <p><b>T:</b> Tan, B., Pan, S., Lu, X., and Huang, L. 2015. “The Role of IS Capabilities in the Development of Multi-Sided Platforms: The Digital Ecosystem Strategy of Alibaba.com,” <i>Journal of the Association for Information Systems</i> (16:4).</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. “Analyzing the Past to Prepare for the Future: Writing a Literature Review,” <i>MIS Quarterly</i> (26:2), pp. 13–23.</p> <p><b>M:</b> Smith, H. J., Dinev, T., and Xu, H. 2011. “Information Privacy Research: An Interdisciplinary Review,” <i>MIS Quarterly</i> (35:4), pp. 980–A27.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. “A Guide to Conducting a Systematic Literature Review of Information Systems Research,” <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. “Using Grounded Theory as a Method for Rigorously Reviewing Literature,” <i>European Journal of Information Systems</i>, pp. 1–11.</p>
<b>Supervisor</b>	Dr. Dennis Steininger

<b>Title</b>	<b>Success Factors in Markets with Direct Network Externalities – A Systematic Literature Review</b>
<b>Goal</b>	<p>Many digital ventures operate in markets with direct network externalities – i.e., “the value of connecting to a network depends on the number of other people already connected to it. This fundamental value proposition goes under many names: network effects, network externalities, and demand-side economies of scale” (Shapiro and Varian 1999, p. 174). Examples are Skype or WhatsApp, where users’ benefits increase with every new user bringing more possibilities to connect with for existing users. However, being successful in such markets is particularly challenging for firms due to the inherent nature of these markets. This seminar therefore tries to gather existing research on this topic and summarize important findings from the literature. To do so, a systematic literature review will be performed.</p>
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Shapiro, C., and Varian, H. R. 1999. <i>Information Rules: A Strategic Guide to the Network Economy</i>, Boston: Harvard Business Press.</p> <p><b>T:</b> Brynjolfsson, E., and Kemerer, C. F. 1996. “Network Externalities in Microcomputer Software: An Econometric Analysis of the Spreadsheet Market,” <i>Management Science</i> (42:12), pp. 1627–1647.</p> <p><b>T:</b> Hsing Kenneth Cheng, and Yipeng Liu 2012. “Optimal Software Free Trial Strategy: The Impact of Network Externalities and Consumer Uncertainty,” <i>Information Systems Research</i> (23:2), pp. 488–504.</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. “Analyzing the Past to Prepare for the Future: Writing a Literature Review,” <i>MIS Quarterly</i> (26:2), pp. 13–23.</p> <p><b>M:</b> Smith, H. J., Dinev, T., and Xu, H. 2011. “Information Privacy Research: An Interdisciplinary Review,” <i>MIS Quarterly</i> (35:4), pp. 980–A27.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. “A Guide to Conducting a Systematic Literature Review of Information Systems Research,” <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. “Using Grounded Theory as a Method for Rigorously Reviewing Literature,” <i>European Journal of Information Systems</i>, pp. 1–11.</p>
<b>Supervisor</b>	Dr. Dennis Steininger

<b>Title</b>	<b>Initial Coin Offerings as a New Way of Digitally Raising Venture Funding – A Systematic Literature Review</b>
<b>Goal</b>	Initial Coin Offerings (ICOs) are combining the crowdfunding idea with blockchain technology to enable the funding of risky projects or ventures digitally. The phenomenon is rather new, definitions are still vague, and research on the topic is spread across various disciplines (e.g., information systems, entrepreneurship, finance, law). This seminar therefore tries to dig into the foundations of ICOs and summarize what main definitions are emerging, what the main mechanisms of ICOs are and how they have been researched so far. This might culminate into a summarized overview of what areas have been researched so far and what future research might address particularly in information systems and entrepreneurship.
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Fisch, C. 2018. <i>Initial Coin Offerings (ICOs) to Finance New Ventures: An Exploratory Study</i>, Rochester, NY: Social Science Research Network.</p> <p><b>T:</b> Kaal, W. A., and Dell’Erba, M. 2017. <i>Initial Coin Offerings: Emerging Practices, Risk Factors, and Red Flags</i>, Rochester, NY: Social Science Research Network.</p> <p><b>T:</b> Lipusch, N. 2018. <i>Initial Coin Offerings – A Paradigm Shift in Funding Disruptive Innovation</i>, Rochester, NY: Social Science Research Network.</p> <p><b>T:</b> Preston, J. 2018. “Initial Coin Offerings: Innovation, Democratization and the SEC,” <i>Duke Law &amp; Technology Review</i> (16:1), pp. 318–332.</p> <p><b>T:</b> Yadav, M. 2017. <i>Exploring Signals for Investing in an Initial Coin Offering (ICO)</i>, Rochester, NY: Social Science Research Network.</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. “Analyzing the Past to Prepare for the Future: Writing a Literature Review,” <i>MIS Quarterly</i> (26:2), pp. 13–23.</p> <p><b>M:</b> Smith, H. J., Dinev, T., and Xu, H. 2011. “Information Privacy Research: An Interdisciplinary Review,” <i>MIS Quarterly</i> (35:4), pp. 980–A27.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. “A Guide to Conducting a Systematic Literature Review of Information Systems Research,” <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. “Using Grounded Theory as a Method for Rigorously Reviewing Literature,” <i>European Journal of Information Systems</i>, pp. 1–11.</p>
<b>Supervisor</b>	Dr. Dennis Steininger

<b>Title</b>	<b>What Drives Motivation?</b>
<b>Goal</b>	<p>Motivating employees is a very important topic in many research areas. Many different approaches have been and are being used to drive employees' motivation and to reach certain goals: general deterrence and fear appeals are often employed to motivate people not to abuse policies. Empowerment theory, on the contrary has often been used to motivate people with the goal to be more productive and creative. Yet what drives motivation? Two concepts to understand personality traits that affect motivation are the <i>'perceived locus of control'</i> and the <i>'perceived locus of causality'</i>. The goal of this study is to assess</p> <ul style="list-style-type: none"> <li>- how the two concepts: <i>'perceived locus of control'</i> and <i>'perceived locus of causality'</i> differ from one another, and</li> <li>- the context in which they were actually used in.</li> </ul> <p>To do so you will have to systematically search the top business journals for both concepts, analyze the found papers and to write a concise literature analysis.</p>
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Wunderlich, P., Veit, D. and Sarker, S., 2019. Adoption of Sustainable Technologies: A Mixed-Methods Study of German Households.</p> <p><b>T:</b> Wright, R.T., Jensen, M.L., Thatcher, J.B., Dinger, M. and Marett, K., 2014. Research note—influence techniques in phishing attacks: an examination of vulnerability and resistance. <i>Information systems research</i>, 25(2), pp.385-400.</p> <p><b>T:</b> Malhotra, Y., Galletta, D.F. and Kirsch, L.J., 2008. How endogenous motivations influence user intentions: Beyond the dichotomy of extrinsic and intrinsic user motivations. <i>Journal of Management Information Systems</i>, 25(1), pp.267-300.</p> <p><b>T:</b> Rodon, J. and Silva, L., 2015. Exploring the formation of a healthcare information infrastructure: hierarchy or meshwork?. <i>Journal of the Association for Information Systems</i>, 16(5).</p> <p><b>T:</b> Rasch, R.H. and Tosi, H.L., 1992. Factors affecting software developers' performance: an integrated approach. <i>MIS Quarterly</i>, pp.395-413.</p> <p><b>T:</b> Byrd, T.A., Cossick, K.L. and Zmud, R.W., 1992. A synthesis of research on requirements analysis and knowledge acquisition techniques. <i>MIS Quarterly</i>, pp.117-138.</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>MIS Quarterly</i> (26:2), pp. 13–23.</p> <p><b>M:</b> Smith, H. J., Dinev, T., and Xu, H. 2011. "Information Privacy Research: An Interdisciplinary Review," <i>MIS Quarterly</i> (35:4), pp. 980–A27.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. "A Guide to Conducting a Systematic Literature Review of Information Systems Research," <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. "Using Grounded Theory as a Method for Rigorously Reviewing Literature," <i>European Journal of Information Systems</i>, pp. 1–11.</p>
<b>Supervisor</b>	Maximilian Welck

<b>Title</b>	<b>What Happens to Corporations if Everyone Starts to Bring their Own Digital Solutions?</b>
<b>Goal</b>	<p>Some call it Bring Your own Device, others Bring Your own Service, or only Bring Your own, and others IT-consumerization, but all terms refer to the same phenomenon: that employees start to bring their privately owned digital solutions to work. There they want to use those solutions for both work and non-work purposes. This phenomenon is not very new, but it is still rather new than old, and quite some research has assessed this phenomenon already. Thus, the goal of this master seminar thesis is to</p> <ul style="list-style-type: none"> <li>- develop a working definition of IT-consumerization,</li> <li>- assess which theories have been employed to understand IT-consumerization, and to describe the contexts in which these theories were used.</li> </ul> <p>To do so you will have to systematically search the Information Systems journals, analyze the found papers and to write a concise literature analysis.</p>
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Harris, J., Ives, B., and Junglas, I. 2012. "IT Consumerization: When Gadgets Turn Into Enterprise IT Tools," <i>MISQ Executive</i> (11:3), pp. 99–112.</p> <p><b>T:</b> Köffer, S., Ortbach, K., Junglas, I., Niehaves, B., &amp; Harris, J. (2015). <i>Innovation through BYOD?. Business &amp; Information Systems Engineering</i>, 57(6), 363-375.</p> <p><b>T:</b> Junglas, I., Goel, L., Ives, B., &amp; Harris, J. (2019). Innovation at work: The relative advantage of using consumer IT in the workplace. <i>Information Systems Journal</i>, 29(2), 317-339.</p> <p><b>T:</b> Junglas, I., Goel, L., Ives, B., &amp; Harris, J. (2014). Consumer IT at work: Development and test of an IT empowerment model. <i>Thirty Fifth International Conference on Information Systems</i>, Auckland 2014</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>MIS Quarterly</i> (26:2), pp. 13–23.</p> <p><b>M:</b> Smith, H. J., Dinev, T., and Xu, H. 2011. "Information Privacy Research: An Interdisciplinary Review," <i>MIS Quarterly</i> (35:4), pp. 980–A27.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. "A Guide to Conducting a Systematic Literature Review of Information Systems Research," <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. "Using Grounded Theory as a Method for Rigorously Reviewing Literature," <i>European Journal of Information Systems</i>, pp. 1–11.</p>
<b>Supervisor</b>	Maximilian Welck

<b>Title</b>	<b>The Role of Platforms in the Gig Economy</b>
<b>Goal</b>	<p>Motivational factors for working in crowdsourcing work environments are being more and more examined in the Information Systems literature (e.g. Deng and Joshi 2016; Gol et al. 2018). The crowd or gig workers are here in focus of investigations. However, little is known so far about the role of crowd working platforms although their structures and designs clearly shape the work life of gig workers.</p> <p>The aim of this master seminar thesis is to conduct a structured literature review bringing together insights from prior literature on the gig economy as well as the role of platforms in the sharing economy. The work should identify the relevant literature streams and structure the results of previous studies in a comprehensive way, distinguish e.g., between research approaches, theories applied, case studies, as well as different contexts, and possibly conclude with an agenda for future research.</p>
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Trenz, M., Frey, A., and Veit, D. 2018. “Disentangling the Facets of Sharing: A Categorization of What We Know and Don’t Know About the Sharing Economy,” <i>Internet Research</i> (28:4), pp. 888-925.</p> <p><b>T:</b> Clemons, E. K., Constantiou, I., Marton, A., and Virpi, T. 2019. “Platforms in the Sharing Economy: Does Business Strategy Determine Platform Structure?” in <i>Proceedings of the 52nd Hawaii International Conference on System Sciences</i>.</p> <p><b>T:</b> Deng, X., and Joshi, K. D. 2016. “Why Individuals Participate in Micro-Task Crowdsourcing Work Environment: Revealing Crowdworkers’ Perceptions,” <i>Journal of the Association for Information Systems</i> (17:10), pp. 648–673.</p> <p><b>T:</b> Gol, E. S., Stein, M.-K., and Avital, M. 2018. “Why Take the Risk? Motivations of Highly Skilled Workers to Participate in Crowdworking Platforms,” in <i>Proceedings of the 39th International Conference on Information Systems</i>, San Francisco, USA.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. “A Guide to Conducting a Systematic Literature Review of Information Systems Research,” <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. “Analyzing the Past to Prepare for the Future: Writing a Literature Review,” <i>MIS Quarterly</i> (26:2), pp. 13-23.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. “Using Grounded Theory as a Method for Rigorously Reviewing Literature,” <i>European Journal of Information Systems</i>, pp. 1–11.</p>
<b>Supervisor</b>	Adeline Frenzel

<b>Title</b>	<b>What does Sustainability in Information Systems Research really mean?</b>
<b>Goal</b>	<p>Sustainability is a widely discussed phenomenon in today’s society and technology can play an important role in pursuing this overall goal. In Information Systems Research, there is a strong focus on environmental sustainability and Green IS as one possible way to examine how technology can impact the idea of sustainability and positively influence the way, we interact with the world. However, less attention has been brought to societal challenges and – as it is at the core of business studies – to economic sustainability.</p> <p>The aim of this master seminar thesis is to conduct a structured literature review bringing together insights from prior literature on all facets of sustainability. The work should identify the relevant literature streams and structure the results of previous studies in a comprehensive way, distinguish e.g., between different ontologies, research approaches, theories applied as well as different contexts, and possibly conclude with an agenda for future research.</p>
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Melville, N. 2010. “Information systems innovation for environmental sustainability,“ <i>MIS Quarterly</i> (34:1), pp. 1-21.</p> <p><b>T:</b> Henkel, C., and Kranz, J. 2018. „Pro-Environmental Behavior and Green Information Systems Research – Review, Synthesis and Directions for Future Research,“ in <i>Proceedings of the 39th International Conference on Information Systems</i>, San Francisco, USA.</p> <p><b>T:</b> Watson, R. T., Lind, M., and Haraldson, S. 2012. “The Emergence of Sustainability As the New Dominant Logic: Implications for Information Systems,“ in <i>Proceedings of International Conference on Information Systems</i>, Orlando, USA.</p> <p><b>T:</b> Parmiggiani, E., and Monteiro, E. 2018. “Shifting Baselines? Recommendations for Green IS,“ in <i>Proceedings of the 39th International Conference on Information Systems</i>, San Francisco, USA.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. “A Guide to Conducting a Systematic Literature Review of Information Systems Research,“ <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. “Analyzing the Past to Prepare for the Future: Writing a Literature Review,“ <i>MIS Quarterly</i> (26:2), pp. 13-23.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. “Using Grounded Theory as a Method for Rigorously Reviewing Literature,“ <i>European Journal of Information Systems</i>, pp. 1–11.</p>
<b>Supervisor</b>	Adeline Frenzel



<b>Title</b>	<b>Initial Coin Offerings, a Success Story Too Hard to Believe? What Motivates Investors Despite the Risks? – A Systematic Literature Review</b>
<b>Goal</b>	Initial Coin Offerings (ICOs) are an innovative mechanism of new ventures to raise capital by selling blockchain-based tokens to a crowd of investors. Despite 85% of projects having no more to offer than a mere business idea, participation of investors is still rising. The phenomenon is relatively new and academic literature is starting to grasp the fundamentals of this topic. Research is still spread over various disciplines with different foci on the true investment motivators of ICOs. This seminar therefore tries to summarize the reasons and convictions that motivate investors to finance these risky endeavors.
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Adhami, S., Giudici, G., and Martinazzi, S. 2017. “Why Do Businesses Go Crypto? An Empirical Analysis of Initial Coin Offerings,” <i>Journal of Economics &amp; Business</i>.</p> <p><b>T:</b> Amsden, R., and Schweizer, D. 2018. “Are Blockchain Crowdsales the New ‘Gold Rush’? Success Determinants of Initial Coin Offerings,” <i>SSRN Electronic Journal</i>, Lyon.</p> <p><b>T:</b> Fisch, C. 2018. “Motives to invest in initial coin offerings (ICOs),” <i>SSRN Electronic Journal</i>, pp. 1–37.</p> <p><b>T:</b> Kranz, J., Nagel, E., and Yoo, Y. 2019. “Initial Coin Offering Economic and Technological Foundations of Token Sales on the Blockchain,” <i>Business &amp; Information Systems Engineering</i>.</p> <p><b>T:</b> Yadav, M. 2017. <i>Exploring Signals for Investing in an Initial Coin Offering (ICO)</i>, Rochester, NY: Social Science Research Network.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. “A Guide to Conducting a Systematic Literature Review of Information Systems Research,” <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. “Analyzing the Past to Prepare for the Future: Writing a Literature Review,” <i>MIS Quarterly</i> (26:2), pp. 13–23.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. “Using Grounded Theory as a Method for Rigorously Reviewing Literature,” <i>European Journal of Information Systems</i>, pp. 1–11.</p>
<b>Supervisor</b>	Moritz Bruckner

<b>Title</b>	<b>Persuasion Techniques in Digital Encounters. Are They Still Successful in Generating Compliance? – A Systematic Literature Review</b>
<b>Goal</b>	The six persuasion techniques by Robert B. Cialdini have been studied in several settings related to business and management since their development in 1984. After the increase in e-commerce activities, research findings on the effectiveness of the single persuasion techniques have been divergent. The question arises if the well-established persuasion techniques from offline encounters, still work the same way in online encounters? This seminar therefore tries to summarize the contextual settings and conditions in which the single persuasion techniques have been found successful or not.
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Cialdini, R. B., and Rhoads, K. V. L. 2001. “Human Behavior and the Marketplace. (cover story),” <i>Marketing Research</i> (13:3), pp. 8–13.</p> <p><b>T:</b> Guadagno, R. E., Muscanell, N. L., Rice, L. M., and Roberts, N. 2013. “Social influence online: The impact of social validation and likability on compliance,” <i>Psychology of Popular Media Culture</i> (2:1), pp. 51–60.</p> <p><b>T:</b> Kaptein, M., and Duplinsky, S. 2013. “Combining multiple influence strategies to increase consumer compliance,” <i>International Journal of Internet Marketing and Advertising</i> (8:1), p. 32.</p> <p><b>T:</b> Oinas-Kukkonen, H., and Harjumaa, M. 2008. “Towards Deeper Understanding of Persuasion in Software and Information Systems,” <i>IEEE, Advances in computer-human interaction</i>, pp. 200–205.</p> <p><b>T:</b> Shen, X.-L., Zhang, K. Z. K., and Zhao, S. J. 2016. “Herd Behavior in Consumers’ Adoption of Online Reviews,” <i>Journal of the Association for Information Science and Technology</i> (67:11), pp. 2754–2765.</p> <p><b>T:</b> Wright, R. T., Jensen, M. L., Thatcher, J. B., Dinger, M., and Marett, K. 2014. “Research note—influence techniques in phishing attacks: an examination of vulnerability and resistance,” <i>Information Systems Research</i> (25:2), pp. 385–400.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. “A Guide to Conducting a Systematic Literature Review of Information Systems Research,” <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. “Analyzing the Past to Prepare for the Future: Writing a Literature Review,” <i>MIS Quarterly</i> (26:2), pp. 13–23.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. “Using Grounded Theory as a Method for Rigorously Reviewing Literature,” <i>European Journal of Information Systems</i>, pp. 1–11.</p>
<b>Supervisor</b>	Moritz Bruckner

<b>Title</b>	<b>How are Users Feeling? The Role of Emotions in Information Systems Research</b>
<b>Goal</b>	<p>Emotions are mental states or experiences that result from the cognitive evaluation of certain stimuli or situations. In the case of information systems, emotions such as fear, anger, or joy might both affect and be affected by interactions with technology.</p> <p>The aim of this master seminar thesis is to conduct a structured literature review, finding out how emotions have been considered so far in information systems research, potentially developing an agenda for future research questions in the field.</p>
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Beaudry, A., and Pinsonneault, A. 2010. „The Other Side of Acceptance: Studying the Direct and Indirect Effects of Emotions on Information Technology Use“, <i>MIS Quarterly</i> (34:4), S. 689–710.</p> <p><b>T:</b> Stein, M.-K., Newell, S., Wagner, E. L., und Galliers, R. D. 2015. „Coping with Information Technology: Mixed Emotions, Vacillation, and Nonconforming Use Patterns“, <i>MIS Quarterly</i> (39:2), S. 367-A6.</p> <p><b>T:</b> Hibbeln, M., Jenkins, J. L., Schneider, C., Valacich, J. S., und Weinmann, M. 2017. „How Is Your User Feeling? Inferring Emotion Through Human–Computer Interaction Devices“, <i>MIS Quarterly</i> (41:1), S. 1-A7.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. “A Guide to Conducting a Systematic Literature Review of Information Systems Research,” <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. “Analyzing the Past to Prepare for the Future: Writing a Literature Review,” <i>MIS Quarterly</i> (26:2), pp. 13–23.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. “Using Grounded Theory as a Method for Rigorously Reviewing Literature,” <i>European Journal of Information Systems</i>, pp. 1–11.</p> <p><b>M:</b> Smith, H. J., Dinev, T., and Xu, H. 2011. “Information Privacy Research: An Interdisciplinary Review,” <i>MIS Quarterly</i> (35:4), pp. 980–A27.</p>
<b>Supervisor</b>	Christina Wagner

<b>Title</b>	<b>The Multiple Faces of User Engagement: A Literature Review on Cognitive Absorption, Flow, and Mindfulness in Information Systems Research</b>
<b>Goal</b>	An information systems' success depends to a large part on its ability to make its users engage in it. Over the course of time, many different manifestations of user engagement with technology were proposed, conceptualized, and empirically assessed, including cognitive absorption, flow, mindfulness, and others. But how were these concepts applied and how do they differ from each other conceptually? The aim of this master seminar thesis is to conduct a structured literature review, bringing together the various concepts of cognitive absorption, flow, and mindfulness related to user engagement, and thereby bringing forward their roles and development in information systems research.
<b>Readings on the Topic (T) and possible Methods (M)</b>	<p><b>T:</b> Guinea, A. O. de, Titah, R., und Léger, P.-M. 2014. „Explicit and Implicit Antecedents of Users' Behavioral Beliefs in Information Systems: A Neuropsychological Investigation“, <i>Journal of Management Information Systems</i> (30:4), S. 179–210.</p> <p><b>T:</b> Thatcher, J. B., Wright, R. T., Heshan Sun, Zagenczyk, T. J., und Klein, R. 2018. „Mindfulness in Information Technology Use: Definitions, Distinctions, and a New Measure“, <i>MIS Quarterly</i> (42:3), S. 831–847.</p> <p><b>T:</b> Agarwal, R., und Karahanna, E. 2000. „Time Flies When You're Having Fun: Cognitive Absorption and Beliefs About Information Technology Usage“, <i>MIS Quarterly</i> (24:4), S. 665–694.</p> <p><b>M:</b> Okoli, C., and Schabram, K. 2010. “A Guide to Conducting a Systematic Literature Review of Information Systems Research,” <i>Sprouts: Working Papers on Information Systems</i> (10:26), pp. 1–5.</p> <p><b>M:</b> Webster, J., and Watson, R. T. 2002. “Analyzing the Past to Prepare for the Future: Writing a Literature Review,” <i>MIS Quarterly</i> (26:2), pp. 13–23.</p> <p><b>M:</b> Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. “Using Grounded Theory as a Method for Rigorously Reviewing Literature,” <i>European Journal of Information Systems</i>, pp. 1–11.</p> <p><b>M:</b> Smith, H. J., Dinev, T., and Xu, H. 2011. “Information Privacy Research: An Interdisciplinary Review,” <i>MIS Quarterly</i> (35:4), pp. 980–A27.</p>
<b>Supervisor</b>	Christina Wagner