

Title	What Drives Willingness to Pay for Digital Goods and Related Services?
Goal	<p>Digital goods are intangible goods that only exist in digital form. Examples of such goods can be digital news media, e-books, downloadable or streaming music etc. Such goods have gained increasing importance fostered by digitalization. However, research has shown that digital goods are generally valued lower by customers than physical goods even though they often have superior characteristics such as no weight, easier storage, or greater accessibility. This seminar therefore tries to shed light on what drives the willingness to pay for digital goods in combination with their service offerings (e.g., offered channels for consumption, compatibility with complementary resources, characteristics of the offered digital good). To do so, a systematic literature review will be performed in the Information Systems and Marketing disciplines to summarize existing research.</p>
Readings on the Topic (T) and possible Methods (M)	<ul style="list-style-type: none"> • T: Atasoy, O., Morewedge, C. K., Morwitz, V., and Diehl, K. 2018. "Digital Goods Are Valued Less Than Physical Goods," <i>Journal of Consumer Research</i> (44:6), pp. 1343–1357. • Berger, B., Matt, C., Steininger, D. M., and Hess, T. 2015. "It Is Not Just About Competition with 'Free': Differences Between Content Formats in Consumer Preferences and Willingness to Pay," <i>Journal of Management Information Systems</i> (32:3), pp. 105–128. • T: Huang, K.-W., and Sundararajan, A. 2010. "Pricing Digital Goods: Discontinuous Costs and Shared Infrastructure," <i>Information Systems Research</i> (22:4), pp. 721–738. • T: Rayna, T. 2008. "Understanding the Challenges of the Digital Economy: The Nature of Digital Goods," <i>Communications & Strategies</i> (71), pp. 13–16. • M: 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. • M: Smith, H. J., Dinev, T., and Xu, H. 2011. "Information Privacy Research: An Interdisciplinary Review," <i>MIS Quarterly</i> (35:4), pp. 980–A27. • M. 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. • M: 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.
Supervisor	Dr. Dennis Steininger

Title	Strategic Success Factors of Multi-Sided Digital Platforms – A Systematic Review of the Literature
Goal	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.
Readings on the Topic (T) and possible Methods (M)	<ul style="list-style-type: none"> • T: Kazan, E., and Damsgaard, J. 2016. "Towards a Market Entry Framework for Digital Payment Platforms," <i>Communications of the Association for Information Systems</i>. • T: Staykova, K., and Damsgaard, J. 2015a. "A Typology of Multi-sided Platforms: The Core and the Periphery," <i>ECIS 2015 Proceedings</i>. • T: 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. • T: 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). • M: 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. • M: Smith, H. J., Dinev, T., and Xu, H. 2011. "Information Privacy Research: An Interdisciplinary Review," <i>MIS Quarterly</i> (35:4), pp. 980–A27. • M. 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. • M: 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.
Supervisor	Dr. Dennis Steininger

Title	Social Media Interaction – Why Do Users Share, Like, or Comment?
Goal	Social media offerings live from the active participation of users. Only a smaller percentage of users generates new content but many share, like, or comment existing content. This seminar therefore tries to gather existing research that analyses the latter: Why do users share, like, or comment existing content in social media and how has this been researched in existing literature? To do so, a systematic literature review will be performed and eventually a future research agenda for this area is created.
Readings on the Topic (T) and possible Methods (M)	<ul style="list-style-type: none"> • T: Heimbach, I., and Hinz, O. 2018. “The Impact of Sharing Mechanism Design on Content Sharing in Online Social Networks,” <i>Information Systems Research</i> (29:3), pp. 592–611. • T: Brown, B., Milne, G., and Swani, K. 2013. “Spreading the word through likes on Facebook: Evaluating the message strategy effectiveness of Fortune 500 companies,” <i>Journal of Research in Interactive Marketing</i> (7:4), pp. 269–294. • T: Sabate, F., Berbegal-Mirabent, J., Cañabate, A., and Lebherz, P. R. 2014. “Factors influencing popularity of branded content in Facebook fan pages,” <i>European Management Journal</i> (32:6), pp. 1001–1011. • T: Swani, K., Milne, G. R., Brown, B. P., Assaf, A. G., and Donthu, N. 2017. “What messages to post? Evaluating the popularity of social media communications in business versus consumer markets,” <i>Industrial Marketing Management</i> (62), pp. 77–87. • M: 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. • M: Smith, H. J., Dinev, T., and Xu, H. 2011. “Information Privacy Research: An Interdisciplinary Review,” <i>MIS Quarterly</i> (35:4), pp. 980–A27. • M. 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. • M: 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.
Supervisor	Dr. Dennis Steininger

Title	Success of Digital Ventures in Markets with Direct Network Externalities – A Systematic Review
Goal	<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.</p> <p>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>
Readings on the Topic (T) and possible Methods (M)	<ul style="list-style-type: none"> • T: Shapiro, C., and Varian, H. R. 1999. <i>Information Rules: A Strategic Guide to the Network Economy</i>, Boston: Harvard Business Press. • T: 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. • T: 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. • M: 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. • M: Smith, H. J., Dinev, T., and Xu, H. 2011. “Information Privacy Research: An Interdisciplinary Review,” <i>MIS Quarterly</i> (35:4), pp. 980–A27. • M. 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. • M: 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.
Supervisor	Dr. Dennis Steininger

Title	Initial Coin Offerings as a New Way of Digitally Raising Venture Funding – A Systematic Literature Review
Goal	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.
Readings on the Topic (T) and possible Methods (M)	<ul style="list-style-type: none"> • T: Fisch, C. 2018. <i>Initial Coin Offerings (ICOs) to Finance New Ventures: An Exploratory Study</i>, Rochester, NY: Social Science Research Network. • T: 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. • T: Lipusch, N. 2018. <i>Initial Coin Offerings – A Paradigm Shift in Funding Disruptive Innovation</i>, Rochester, NY: Social Science Research Network. • T: Preston, J. 2018. “Initial Coin Offerings: Innovation, Democratization and the SEC,” <i>Duke Law & Technology Review</i> (16:1), pp. 318–332. • T: Yadav, M. 2017. <i>Exploring Signals for Investing in an Initial Coin Offering (ICO)</i>, Rochester, NY: Social Science Research Network. • M: 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. • M: Smith, H. J., Dinev, T., and Xu, H. 2011. “Information Privacy Research: An Interdisciplinary Review,” <i>MIS Quarterly</i> (35:4), pp. 980–A27. • M. 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. • M: 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.
Supervisor	Dr. Dennis Steininger

Title	The Lean Startup Approach in the Digital Context – A Systematic Literature Review
Goal	<p>Following the lean startup approach is seen as state of the art for new venture development. It postulates the iterative development of new business ideas with very lean resources applying ideas from agile software development and scrum. However, it is unclear how the approach is exactly defined and how it distinguishes from other approaches such as “design thinking” or “human-centered design”. Furthermore, literature on the approach is spread across several disciplines and to date there is no clear overview of what has been studied (only a history-oriented review exists), what the drivers of success are, how it can be particularly applied for digital entrepreneurship, and which open gaps should be addressed in future research. This seminar therefore tries shedding light on these questions by gathering existing research and summarizing important findings from the literature. To do so, a systematic literature review will be performed.</p>
Readings on the Topic (T) and possible Methods (M)	<ul style="list-style-type: none"> • T: Bortolini, R. F., Nogueira Cortimiglia, M., Danilevicz, A. de M. F., and Ghezzi, A. 2018. “Lean Startup: a comprehensive historical review,” <i>Management Decision</i>, forthcoming. • T: Ghezzi, A., and Cavallo, A. 2018. “Agile Business Model Innovation in Digital Entrepreneurship: Lean Startup Approaches,” <i>Journal of Business Research</i>, forthcoming. • T: Eisenmann, T. R., Ries, E., and Dillard, S. 2012. <i>Hypothesis-Driven Entrepreneurship: The Lean Startup</i>, Rochester, NY: Social Science Research Network. • M: 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. • M: Smith, H. J., Dinev, T., and Xu, H. 2011. “Information Privacy Research: An Interdisciplinary Review,” <i>MIS Quarterly</i> (35:4), pp. 980–A27. • M. 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. • M: 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.
Supervisor	Dr. Dennis Steininger

Title	Mobile Addiction and its Negative Impacts – A Systematic Literature Review
Goal	Smartphones have become ubiquitous in the everyday life of many. Even though this brings many advantages, the constant use and “always on” can also have negative impacts such as less personal interaction or the blurring of lines between work and private life. This seminar therefore tries shedding light on this topic by gathering existing research and summarizing important findings from the literature, particularly on the negative impacts of mobile addiction. To do so, a systematic literature review will be performed.
Readings on the Topic (T) and possible Methods (M)	<ul style="list-style-type: none"> • T: Hong, F.-Y., Chiu, S.-I., and Huang, D.-H. 2012. “A model of the relationship between psychological characteristics, mobile phone addiction and use of mobile phones by Taiwanese university female students,” <i>Computers in Human Behavior</i> (28:6), pp. 2152–2159. • T: Ozkan, M., and Solmaz, B. 2015. “Mobile Addiction of Generation Z and its Effects on their Social Lives: (An Application among University Students in the 18-23 Age Group),” <i>Procedia - Social and Behavioral Sciences</i> (205), pp. 92–98. • T: Salehan, M., and Negahban, A. 2013. “Social networking on smartphones: When mobile phones become addictive,” <i>Computers in Human Behavior</i> (29:6), pp. 2632–2639. • M: 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. • M: Smith, H. J., Dinev, T., and Xu, H. 2011. “Information Privacy Research: An Interdisciplinary Review,” <i>MIS Quarterly</i> (35:4), pp. 980–A27. • M. 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. • M: 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.
Supervisor	Dr. Dennis Steininger

Title	Why Do Users Participate in Social Network Sites – A Literature Review
Goal	Social network sites (SNS) with their posts, discussions, likes, and trends have gained large impact over the recent years. But why do users actively participate in these online networks and what motivates them to do so, for which type of SNS? This seminar paper tries to shed light on existing research in the field and thereby summarizes what research has been done on the motivation to actively participate in SNS. Based on these insights, an agenda for interesting future research questions in the field is developed.
Readings on the Topic (T) and possible Methods (M)	<ul style="list-style-type: none"> • T: Bateman, P. J., Gray, P. H., and Butler, B. S. 2010. "The Impact of Community Commitment on Participation in Online Communities," <i>Information Systems Research</i> (22:4), pp. 841–854. • T: Cheung, C. M. K., Chiu, P.-Y., and Lee, M. K. O. 2011. "Online Social Networks: Why Do Students Use Facebook?," <i>Computers in Human Behavior</i> (27:4), pp. 1337–1343. • T: Ross, C., Orr, E. S., Sisic, M., Arseneault, J. M., Simmering, M. G., and Orr, R. R. 2009. "Personality and Motivations Associated with Facebook Use," <i>Computers in Human Behavior</i> (25:2), pp. 578–586. • M: 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. • M: Smith, H. J., Dinev, T., and Xu, H. 2011. "Information Privacy Research: An Interdisciplinary Review," <i>MIS Quarterly</i> (35:4), pp. 980–A27. • M: 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. • M: 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.
Supervisor	Dr. Dennis Steininger

Title	Business models for sustainable technologies – A Literature Review
Goal	<p>New technologies often ask for new business models in order to become ready for the market. Furthermore, sustainable technologies may have disruptive characteristics for long-existing markets and therefore face several obstacles. Electric mobility is one of those new emerging markets. What type of business models have been developed? What are the main challenges and constraints?</p> <p>The aim of this master seminar thesis is to conduct a structured literature review bringing together insights from prior literature on business model development for new technologies with a focus on electric mobility. 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, technology characteristics as well as different contexts, and possibly conclude with an agenda for future research.</p>
Readings on the Topic (T) and possible Methods (M)	<p>T: Bohnsack, R., Pinkse, J., & Kolk, A. 2014. "Business Models for Sustainable Technologies: Exploring Business Model Evolution in the Case of Electric Vehicles," <i>Research Policy</i> (43:2), 284-300.</p> <p>T: Kley, F., Lerch, C., Dallinger, D. 2011. "New business models for electric cars – A holistic approach," <i>Energy Policy</i> (39:6), pp. 3392-3403.</p> <p>T: Tongur, S., and Engwall, M. 2014. "The business model dilemma of technology shifts," <i>Technovation</i> (34:9), pp. 525-535.</p> <p>M: 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>M: 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>M: 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>
Supervisor	Adeline Frenzel (adeline.frenzel@wiwi.uni-augsburg.de)

Title	Digital Transformation of Political Participation – A Literature Review
Goal	<p>The digitization of the public sector is an ongoing process with many innovative ideas in policy making and in practice. Many new technologies and tools are emerging which can transform service delivery as well as public administration structures. However, research in the public sector IS/IT or e-government focuses mostly on the use of non-grand theories (Bannister and Connolly 2015), national contexts, and case studies.</p> <p>The aim of this master seminar thesis is to conduct a structured literature review bringing together insights from prior literature on the digital transformation of political participation. The work should identify the relevant literature streams and structure the results of previous studies in a comprehensive way, distinguish e.g., between case studies, research approaches, theories applied as well as different contexts, and possibly conclude with an agenda for future research.</p>
Readings on the Topic (T) and possible Methods (M)	<p>T: Axelsson, K., Melin, U. and Lindgren, I. 2013. “Public e-services for Agency Efficiency and Citizen Benefit – Findings from a Stakeholder Centred Analysis”, <i>Government Information Quarterly</i> (30:1), pp. 10-22.</p> <p>T: Bannister, F., and Connolly, R. 2015. “The great theory hunt: Does e-government really have a problem?” <i>Government information quarterly</i> (32:1), pp. 1-11.</p> <p>T: Flak, L. S., and Rose, J. 2005. “Stakeholder Governance: Adapting Stakeholder Theory to E-Government”, <i>Communications of the Association for Information Systems</i> (16:31).</p> <p>M: 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>M: 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>M: 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>
Supervisor	Adeline Frenzel (adeline.frenzel@wiwi.uni-augsburg.de)