

Suggested topics for final theses in our current projects

Chair of Public & Nonprofit Management

Focus and topics of the projects

Digitization of local governments- DIGILOG



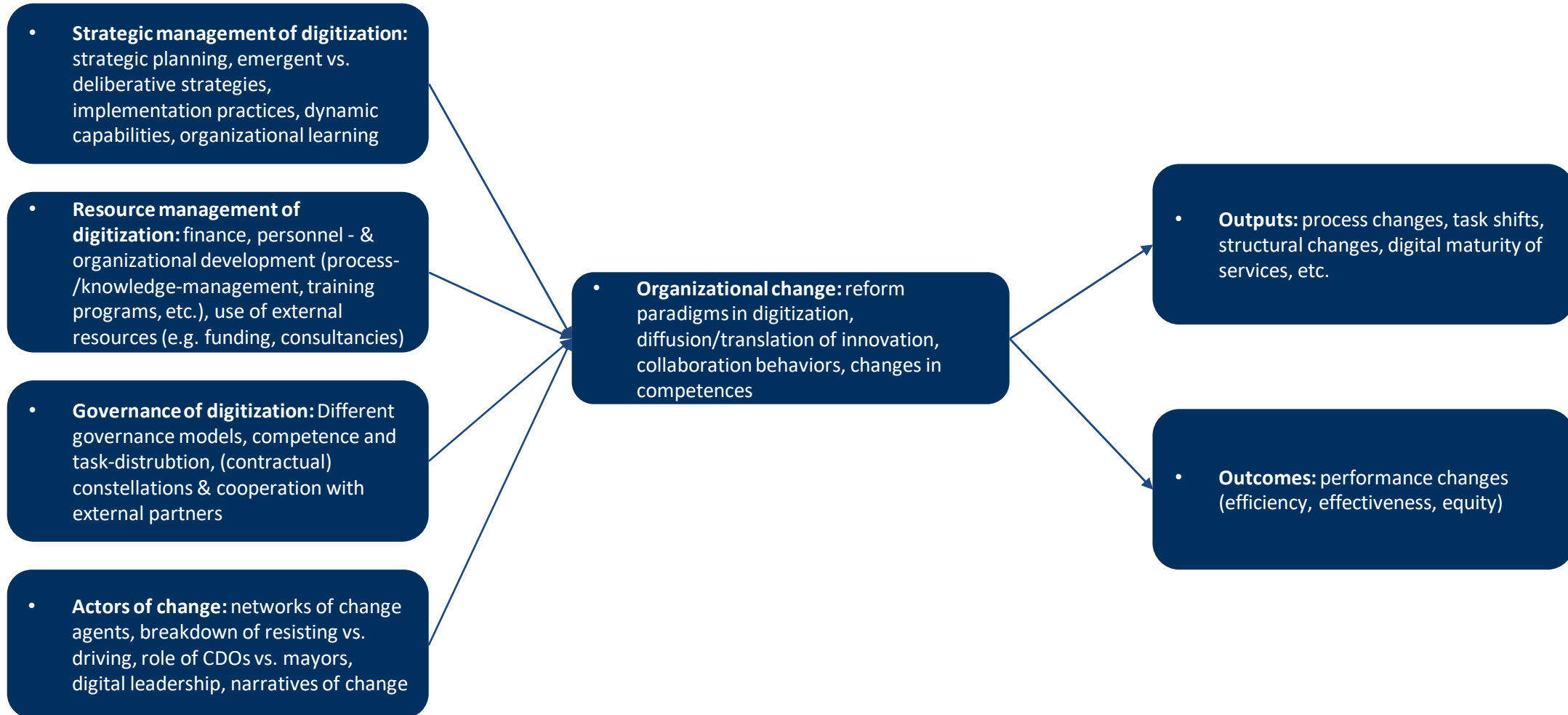
Dynamics and effects of digitization
of European local governments
(focal points: service- and internal
modernization)

Attractiveness of the public sector - dbb Jugend



Attributes of employer
attractiveness of public sector
organizations from the perspective
of young employees

DIGILOG: Possible topics and connecting factors



Case Studies

- Semi-structured interviews (MA/(BA))
- documents / websites (BA/MA)
- (potentially) participatory observations (MA)
- Contextual country analysis (BA)
- Current data on D-A-CH available



Quantitative data collection:

- (Longitudinal) survey data from full survey of European municipalities (MA/(BA))
- Crawling data from municipal websites (MA)
- Data available in Q4/23

MA applications: esp. primary/secondary analysis of quantitative/qualitative data;
BA applications: esp. literature and document analyses, if interested also secondary analyses.

Dbb-Project : Possible topics and connecting factors

- **Behavioral factors:** Self-efficacy, work culture, atmosphere at work, participation (in decision-making), leadership culture
- **Organizational cultural factors:** job image, organizational identity, organizational reputation
- **Differences of employment and ownership:** public vs. private organizations, civil servants vs. tariff employees
- **Sociodemographic factors:** gender, migration background, age, socialisation
- **Trends in the world of work:** digitalization, new work, virtual work, home office
- **Potential dependent variables:** employer attractiveness, job satisfaction, turnover intention, stress, burnout

Qualitative data collection:

- Two explorative focus group workshops with about 10 young civil servants at a time
- If required, interviews on outlier groups or validation of certain correlations from analysis



Quantitative data collection:

- Conjoint analysis (HILCA) on characteristics of employer attractiveness (various regressions and utility value analysis possible)

MA applications: esp. primary/secondary analysis of quantitative/qualitative data, supplementary own data collection.

BA applications: esp. literature and document analyses on concepts of interest, if interested also secondary analyses/descriptive statistics



Chair of Public and Nonprofit Management

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