



Suggested topics for final theses in our current projects

**Chair of Public & Nonprofit Management** 



# Universität Potsdam 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

- Strategic management of digitization: strategic planning, emergent vs. deliberative strategies, implementation practices, dynamic capabilities, organizational learning
- Resource management of digitization: finance, personnel - & organizational development (process-/knowledge-management, training programs, etc.), use of external resources (e.g. funding, consultancies)
- Governance of digitization: Different governance models, competence and task-distrubtion, (contractual) constellations & cooperation with external partners
- Actors of change: networks of change agents, breakdown of resisting vs. driving, role of CDOs vs. mayors, digital leadership, narratives of change

 Organizational change: reform paradigms in digitization, diffusion/translation of innovation, collaboration behaviors, changes in competences **Outputs:** process changes, task shifts, structural changes, digital maturity of services, etc.

Outcomes: performance changes (efficiency, effectiveness, equity)



## Universität Potsdam DIGILOG – Data

#### **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



### Universität Potsdam Dbb - Data

#### **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



## Universität Potsdam Contact & research team



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