

The Institute for Strategic Management (ISM) at WU invites applications for a master thesis.

Topic: *Digital Tools in the Insurance Industry*

Scope, Aims, Methods, and Initial Literature: Firms are increasingly using digital tools to interact with and involve future and existing customers. Examples are customer engagement platforms (Brodie et al., 2013; Christoph & Roderick, 2017; Sawhney, Verona, & Prandelli, 2005) and various social media applications such as micro-blogging, blogging or chatbots (Kaplan & Haenlein, 2010; Mangold & Faulds, 2009). To better understand the use of technologies in the insurance industry, this thesis aims to

- map the range of currently important consumer-oriented digital tools
- develop a framework that includes both, general aspects and specifics of the insurance industry, to assess the pros and cons of each tool

Aside from systemically reviewing academic and grey literature (Adams, Smart, & Huff, 2017), the main method of the thesis are expert interviews (Bogner & Menz, 2009) with market analysts and consultancies.

Thesis Language: English

Corporate Partner: Generali Versicherung AG

Expectations and Support: Constant feedback and regular meetings with faculty and, possibly, corporate partners will facilitate a high-quality thesis that is completed in a timely fashion. You will be provided with a comprehensive guideline with details on the supervision and writing process, expected deliverables, and grading.

Targeted Students: Excellent and ambitious students of all MSc and MBA programs at WU Vienna University of Economics and Business are eligible and encouraged to apply.

Interested? Send CV and grade certificate of all your studies to georg.reischauer@wu.ac.at

Initial References:

Adams, R. J., Smart, P., & Huff, A. S. 2017. Shades of grey: Guidelines for working with the grey literature in systematic reviews for management and organizational studies. ***International Journal of Management Reviews***, 19(4): 432-454.

Bogner, A. & Menz, W. 2009. The theory-generating expert interview: Epistemological interest, forms of knowledge, interaction. In: A. Bogner & B. Littig & W. Menz (Eds.), ***Interviewing experts***, London, Palgrave Macmillan UK: 43-80.

Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. 2013. Consumer engagement in a virtual brand community: An exploratory analysis. ***Journal of Business Research***, 66(1): 105-114.

Christoph, F. B. & Roderick, J. B. 2017. Engagement platforms in the sharing economy: Conceptual foundations and research directions. ***Journal of Service Theory and Practice***, 27(4): 761-777.

Kaplan, A. M. & Haenlein, M. 2010. Users of the world, unite! The challenges and opportunities of social media. ***Business Horizons***, 53(1): 59-68.

Mangold, W. G. & Faulds, D. J. 2009. Social media: The new hybrid element of the promotion mix. ***Business Horizons***, 52(4): 357-365.

Sawhney, M., Verona, G., & Prandelli, E. 2005. Collaborating to create: The internet as a platform for customer engagement in product innovation. ***Journal of Interactive Marketing***, 19(4): 4-17.