

**Bachelorarbeiten Wirtschaftspädagogik
im Frühjahrs-/Sommersemester 2021**

Thema <i>Englischer Titel</i>	Forschungsfrage	Einstiegsliteratur
<p>Fünf Sterne! Die Rolle von Vertrauen in der Sharing Economy</p> <p><i>Five stars! The role of trust in the sharing economy</i></p>	<p>Welche wissenschaftlichen Erkenntnisse gibt es zu Vertrauen in der Sharing Economy?</p>	<p>Eckhardt, G. M., Houston, M. B., Jiang, B., Lamberton, C., Rindfleisch, A., & Zervas, G. (2019). Marketing in the sharing economy. <i>Journal of Marketing</i>, 83(5), 5–27. https://doi.org/10.1177%2F0022242919861929</p> <p>Zamani, E. D., Choudrie, J., Katechos, G., & Yin, Y. (2019). Trust in the sharing economy: the AirBnB case. <i>Industrial Management & Data Systems</i>, 119(9), 1947–1968. https://doi.org/10.1108/IMDS-04-2019-0207</p>
<p>Gib ihnen eine Stimme: Mitarbeiterpartizipation im Gesundheitswesen</p> <p><i>Giving them a voice: Employee participation in healthcare organizations</i></p>	<p>Welche wissenschaftlichen Erkenntnisse gibt es zu Mitarbeiterpartizipation im Gesundheitswesen?</p>	<p>Liu, C., Bartram, T., Casimir, G., & Leggat, S. G. (2015). The link between participation in management decision-making and quality of patient care as perceived by Chinese doctors. <i>Public Management Review</i>, 17(10), 1425–1443. https://doi.org/10.1080/14719037.2014.930507</p> <p>Mu, Y., Bossink, B., & Vinig, T. (2018). Employee involvement in ideation and healthcare service innovation quality. <i>The Service Industries Journal</i>, 38(1-2), 67–86. https://doi.org/10.1080/02642069.2017.1374374</p>
<p>Komm bitte zurück! Spenderrückgewinnung in Nonprofit-Organisationen</p> <p><i>Please come back! Regaining lapsed donors in nonprofit organizations</i></p>	<p>Welche wissenschaftlichen Erkenntnisse gibt es zur Spenderrückgewinnung in Nonprofit-Organisationen?</p>	<p>Feng, S. (2014). Getting lapsed donors back: An empirical investigation of relationship management in the post-termination stage. <i>Journal of Nonprofit & Public Sector Marketing</i>, 26(2), 127–141. https://doi.org/10.1080/10495142.2013.870436</p> <p>Jackson, K. (2016). The effect of social information on giving from lapsed donors: Evidence from a field experiment. <i>VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations</i>, 27(2), 920–940. https://doi.org/10.1007/s11266-015-9566-2</p>

<p>Wir wollen dich! Personalgewinnung in öffentlichen Organisationen</p> <p><i>We want you! Recruiting in public organizations</i></p>	<p>Welche wissenschaftlichen Erkenntnisse gibt es zu Personalgewinnung in öffentlichen Organisationen?</p>	<p>Baekgaard, M., & George, B. (2018). Equal access to the top? Representative bureaucracy and politicians' recruitment preferences for top administrative staff. <i>Journal of Public Administration Research and Theory</i>, 28(4), 535–550. https://doi.org/10.1093/jopart/muy038</p> <p>Linos, E. (2018). More than public service: A field experiment on job advertisements and diversity in the police. <i>Journal of Public Administration Research and Theory</i>, 28(1), 67–85. https://doi.org/10.1093/jopart/mux032</p>
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