

# SAP Social Sabbatical & University of Mannheim

## Master Thesis Proposal

### About the company and the program

SAP stands for Systems, Applications, and Products in Data Processing. SAP was founded in 1972 in Walldorf, Germany and now has offices around the world with more than 99,700 employees from 140+ countries. SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best: 77% of the world's transaction revenue touches an SAP system. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improves people's lives.

The SAP Social Sabbatical, in partnership with PYXERA Global, is a portfolio of pro bono volunteering programs designed to achieve two key objectives:

- Solve concrete business challenges of nonprofit organizations and social enterprises focused on bridging the digital divide in different markets across the globe, help them run at their best, and support them to maximize their social impact.
- Challenge and develop SAP leaders and talent to understand the global consequences of our rapidly digitized world, embrace the idea of life-long learning, and be role models for living our vision and purpose.

To reach these goals, SAP employees are placed in highly diverse teams to dedicate their skills, expertise, and know-how in unique, short-term assignments focused on driving simplicity and customer success. While doing so, they strengthen their leadership competencies, cross-industry sector knowledge, and intercultural sensitivity.

### Goal of the Thesis

Investigate how the perceived design of the Social Sabbatical program is linked to program success (e.g., overall program satisfaction or identification with SAP as employer) based on existing survey data and critically review the survey design structure.

### The Task

- Analysis of the existing SAP Social Sabbatical survey data to identify effects of the program design on positive outcomes for the volunteers and SAP
- Based on the analysis, identify and map out aspects that could lead to improvement of the program including the identification of major contributors to overall program satisfaction/dissatisfaction. Discuss current limitations of the program design and make recommendations on how to move forward.
- Revision of the current SAP Social Sabbatical surveys with focus on survey structure, potential biases, the question design and further relevant factors
- Recommendations for the survey design (e.g., bias-free, what Q's don't give insights,)

The four-month period for your master thesis would start February 2020.

Please, apply via email by sending your application to the responsible supervisor at the Chair of CSR, Michael Verbüchel ([verbuechel@bwl.uni-mannheim.de](mailto:verbuechel@bwl.uni-mannheim.de)). Copyright/Trademark