

<b>Topic</b>	<b>Permanent digital availability in the crisis</b>
<b>Overview</b>	<p>The increasing work from home is blurring the boundaries between work and private life. What does constant availability do to employees? What influence do digital readiness, digital resilience and competencies in the use of information and communication technologies have?</p> <p>The main focus can be defined individually with the supervisors.</p>
<b>Language</b>	English
<b>Exemplary literature</b>	<ul style="list-style-type: none"> <li>▪ Reinke, K., Gerlach, G., Tarafdar, M., &amp; Stock, R. M. (2016). <i>ICT-based communication events as triggers of stress: A mixed methods study</i>. International Conference on Information Systems, Dublin.</li> <li>▪ Schneider, K., Reinke, K., Gerlach, G., Anderson, C., Wojtek, S., Neitzel, S., Dwarakanath, R. C., Böhnstedt, D., &amp; Stock, R. M. (2017). <i>Aligning ICT-enabled Availability and Individual Availability Preferences: Design and Evaluation of Availability Management Applications</i>. International Conference on Information Systems.</li> <li>▪ Stock, R. M. (2015). Is Boreout a Threat to Frontline Employees' Innovative Work Behavior?: Boreout on Innovative Work Behavior. <i>Journal of Product Innovation Management</i>, 32(4), 574–592. <a href="https://doi.org/10.1111/jpim.12239">https://doi.org/10.1111/jpim.12239</a></li> <li>▪ Stock, R. M., Strecker, M., &amp; Bieling, G. I. (2016). Organizational work–family support as universal remedy? A cross-cultural comparison of China, India and the USA. <i>The International Journal of Human Resource Management</i>, 27(11), 1192–1216. <a href="https://doi.org/10.1080/09585192.2015.1062039">https://doi.org/10.1080/09585192.2015.1062039</a></li> <li>▪ Stock, R. M. (2016). Understanding the relationship between frontline employee boreout and customer orientation. <i>Journal of Business Research</i>, 69(10), 4259–4268. <a href="https://doi.org/10.1016/j.jbusres.2016.02.037">https://doi.org/10.1016/j.jbusres.2016.02.037</a></li> </ul>
<b>Additional information</b>	<p>Kind of thesis: bachelor thesis or master thesis</p> <p>Start: as soon as possible</p> <p>Requirements: interest in the topic of wellbeing and stress-related illnesses, good statistical knowledge (experience with SPSS or R)</p> <p>Publication options: Excellent works should be submitted as international conference paper or to the working paper series on Market-oriented Management of the chair of Marketing and HRM.</p>
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