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PhD - Doktoratsstudium Joint PhD Program Digital Business International

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KURZINFO

Living in the Digital Business era, today we are witnessing rapid social and technological developments in electronic/mobile/social commerce (no-line commerce). Digital Business managers, as well as system engineers, are daily confronted with the challenges resulting from these rapid developments.

Among others, designing innovative web user interfaces, along with conversion optimization, are major activities defining firms' success potential. Understanding of user behavior and information needs on the one hand, but also relevant concepts, processes, and technologies on the other hand, is an inevitable precondition for designing and managing online businesses successfully in the context of Internet commerce and online innovation.

Ausbildungsart	Doktoratsstudium/PhD
Dauer	6 Semester
NQR Level	8
Form	Vollzeit
Voraussetzungen	• abgeschlossenes, facheinschlägiges Master- oder Diplomstudium
Abschluss	Doctor of Philosophy in Business International (PhD)
Gruppe	Sozial- und Wirtschaftswissenschaften (Uni)
URL	https://www.fh-ooe.at/en/steyr-campus/studiengaenge/master/digital-business-management/joint-phd-program-digital-business-international/

AUSBILDUNGSBESCHREIBUNG

Lehrinhalte und Berufsfelder:

PhD candidates can suggest topics within the wider area of Digital Business on different levels of analysis, including individual, group, organization, and society. However, it is important to have a focus on human aspects, and

therefore topics with a dominant or even pure technical focus are not considered. Dissertations could be related, for example, to the following topics:

- Digital transformation processes in the context of Digital Business
- Using Big Data and protecting user´s privacy
- User experience and usability in the context of Digital Business
- Modeling of human behavior and understanding of human information needs
- Negative aspects of Internet use, such as technostress or Internet addiction

Methodologically, the program is open to all research methods, including experimental research and survey studies, but also qualitative methods such as case study or interview. Moreover, design science research is welcome.

AUSBILDUNGSINSTITUTE

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BERUFE NACH ABSCHLUSS

- E-Commerce Consultant (m/w)
- E-Commerce-DeveloperIn
- IT-Consultant (m/w)
- IT-ProjektmanagerIn
- IT-SalesmanagerIn
- Software-TesterIn

ZUSATZINFO

The PhD Program *Digital Business International* is a joint initiative of University of Applied Sciences Upper Austria (UASUA) and Johannes Kepler University of Linzl (JKU) together with the local government of Upper Austria.

IMPRESSUM

Für den Inhalt verantwortlich:
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