Master thesis

Self-Tracking in companies -
A useful tool for workplace health management and corporate social responsibility?

Due to more and more powerful sensor technology, the practice of self-tracking has become a vibrant phenomenon in recent years. With special wristbands or smartwatches (e.g. Apple Watch, Fitbit, Jawbone) it is possible to track continuous data about one’s fitness, health and well-being. Users use their collected data to find noticeable patterns, adjust their behavior and share the progress with others. This practice is commonly known as self-tracking.

While self-tracking is currently practiced in a consumer domain, more and more business models transfer the concept to the business domain. Here it is embedded in the context of workplace health management and corporate social responsibility. The goal is a healthier and more pleased employee as well as a sustainable acting workforce.

Within the scope of this master thesis, the student is expected to identify and evaluate the potential forms of self-tracking in a business context concerning workplace health management and corporate social responsibility programs. Further within a quantitative survey, he or she should investigate whether there is a willingness to use such programs and how incentives must be set to motivate the workforce for a participation.

Recommended Literature:


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