



Bachelor Thesis / Master Thesis

Investigating Proactive Services from a Human Personality Perspective

At present, emerging digital technologies transform the nature of service and customer relationships. Proactive Services (PAS) are a new kind of service that promises value for customers through decision support in an anticipatory and target-oriented manner or by handling tasks on behalf of customers. Although service research is a mature discipline and covers many different perspectives, PAS have attracted little attention so far, especially in business-to-consumer contexts. This circumstance is mainly rooted in the novelty of PAS. To understand PAS, Rau et al. (2020) developed a PAS taxonomy focusing on different characteristics of PAS. Further research should investigate to what extent human personality – more precisely which type of customer – prefer which PAS characteristic most. Here, the BIG FIVE model in combination with the KANO model may help consider personality of customers in a structured manner (McCrae and John 1992).

The aim of the thesis is to apply the BIG FIVE model to the context of PAS. It shall be outlined how the human personality affects the customers to use PAS in their lives. To examine the influence of different PAS characteristic from a human personality perspective, an empirical survey is already conducted and has to be analyzed.

Recommended Literature:

- Rau, D., Perlitt, L.-H, Wenninger, A. and M. Röglinger (2020), „ Working Paper.
- McCrae, R. R. and O. P. John (1992), "An introduction to the five-factor model and its applications," *Journal of Personality*, 60 (2), 175-215.
- Leyer, M., Tate, M., Bär, F.,Kowalkiewicz, M. and M. Rosemann (2017), "CUSTOMER ACCEPTANCE OF PRO-ACTIVE SERVICES - A SCENARIO-BASED EMPIRICAL STUDY," *Proceedings of the 25th European Conference on Information Systems (ECIS)*, Guimarães, Portugal, June 5-10, 837-1852.

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