



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 individuals through decision support in an anticipatory and target-oriented manner or by handling tasks on behalf of individuals. 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 individuals' attitude toward adopting PAS in their private lives, Hosseini et al. (2018) derived a PAS acceptance model focusing on functional and technical characteristics of PAS. Further research should investigate to what extent human personality - more precisely which type of customer - would use PAS. Individual characteristics, such as innovativeness, consciousness, or extraversion, may favor the use of PAS. Here, the OCEAN model may help to consider the personality of customers in a structured manner (McCrae and John 1992).

The aim of the thesis is to find further literature and to apply the OCEAN model to the context of PAS. It shall be outlined how the human personality affects the individuals to use PAS in their lives. To examine the influence of the effects on individuals' intention to use PAS from a human personality perspective, an empirical survey will be conducted.

Recommended Literature:

- Hosseini, Sabiölla, Valerie Graf, Maximilian Röglinger, and Annette Wenninger (2018), „Hot or Not: An Acceptance Model for Proactive Services,“ Working Paper.
- McCrae, Robert R. and Oliver P. John (1992), "An introduction to the five-factor model and its applications," Journal of Personality, 60 (2), 175-215.
- Leyer, Michael, Mary Tate, Florian Bär, Marek Kowalkiewicz, and Michael 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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