



BITS TO ENERGY LAB



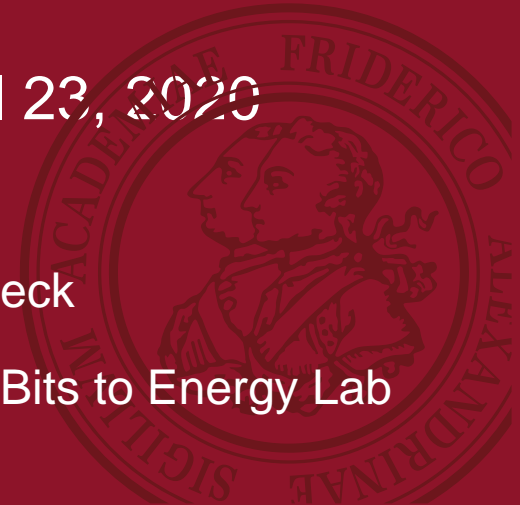
FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG
SCHOOL OF BUSINESS,
ECONOMICS AND SOCIETY

Master/Bachelor theses and seminars at the group Digital Transformation / Bits to Energy Lab Nuremberg

Zoom meeting [What is WIN?](#), April 23, 2020

Prof. Dr. Verena Tiefenbeck

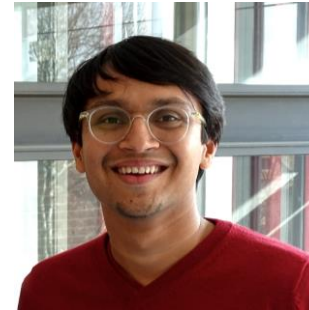
Digital Transformation – Bits to Energy Lab



Tenure-Track Professorship of Digital Transformation / Bits to Energy Lab Nuremberg



Prof. Verena Tiefenbeck
Tenure-track professor of
Digital Transformation



Prakhar Mehta
PhD student



Kathrin Schmitt
PhD student



Julia Neukam
Administrative
assistant

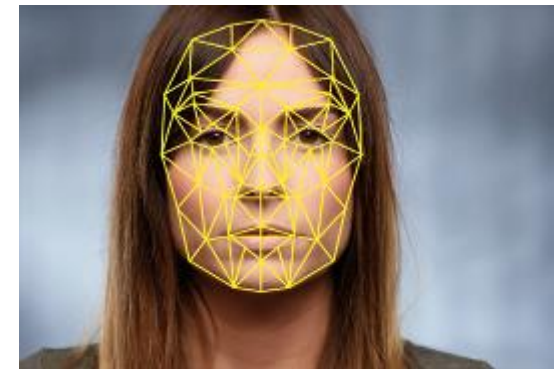


Leonard Michels
PhD student

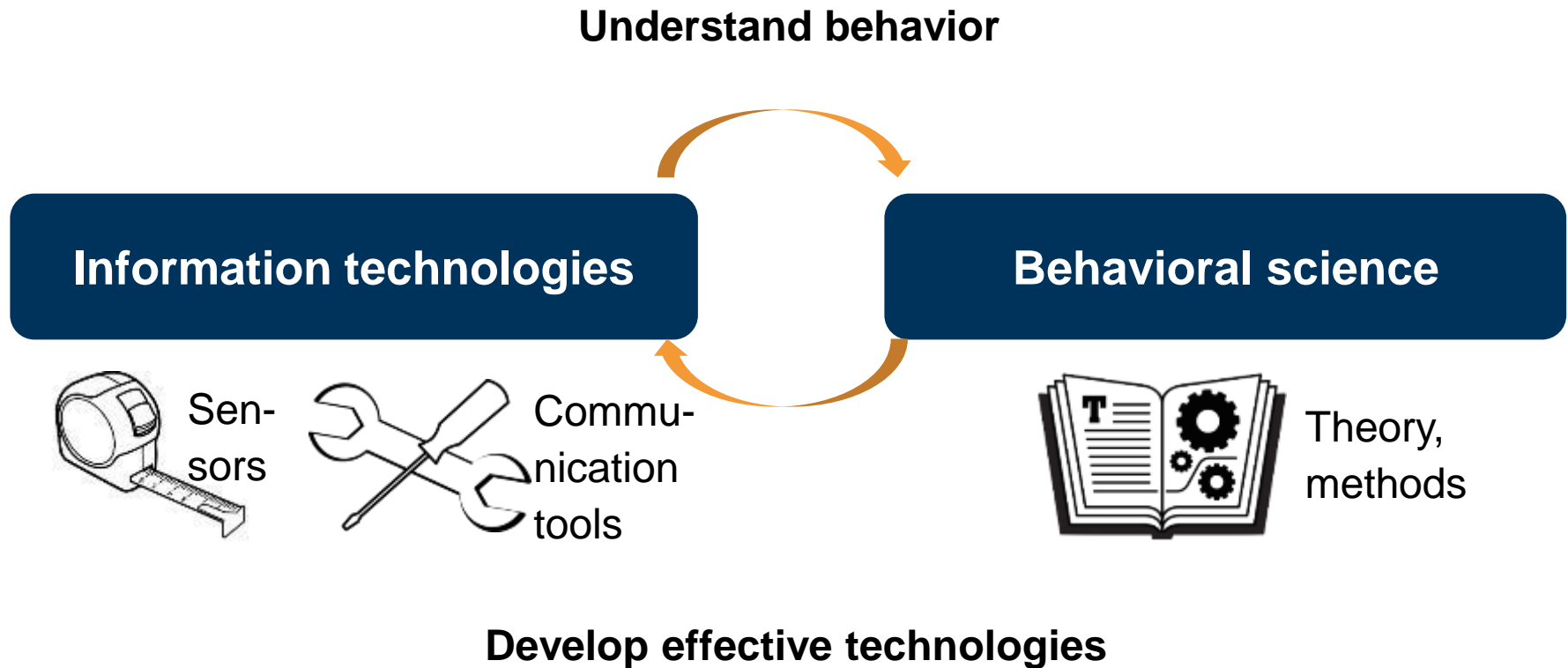


**Alejandro Pena
Bello**
Visiting PhD student,
Univ. of Geneva

The digital transformation enables the collection of data on various aspects of our lives.



Vision: Digital technologies can benefit from behavioral science – and vice versa.



Project example 1: real-time feedback for resource conservation



Project example 2: testing the effect of nutrition labels on shopping behavior

JOGHURT & JOGHURTDRINKS

138 PRODUKTE IN DER MIGROS OSTSCHWEIZ

SUPERMARKT

LEBENSMITTEL

MILCHPRODUKTE & EIER

JOGHURT & JOGHURTDRINKS



€ 1.11

Alnatura Drink Hafer Cappuccino
290ml



€ 2.16

Alnatura Kokos Nature
400g



€ 2.10

Alnatura Mandel Natur
400g



€ 1.21

Alnatura Reis Drink Matcha
290ml



€ 1.36

Alnatura Soja Natur
400g



€ 0.43

Bifidus Classico
150g



Developing an IS tool for better-informed political decision-making (context: integration of renewable energies)

This map extract shows wind turbines in your county. You can change the section using the buttons on the left side. Please note that the distribution of new wind turbines is not random, but realistic positions have been used.

Map level

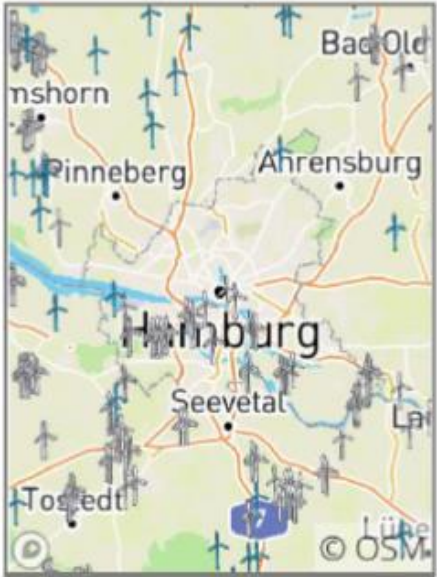
Germany

State

County

Town

Map extract



Legend

- Currently existing wind turbines
- Additional wind turbines to replace their chosen share of coal-fired power plants with wind turbines

If you had the choice, what proportion of coal-fired power plants would you replace with wind turbines?

0% 50% 100%

I would not replace any coal-fired power plants with wind turbines.

I would replace all coal-fired power plants with wind turbines.

Master-level courses currently offered

Master

Module	Course name	Credits	Format	Period
DAIS	<u>Data Analytics for Information Systems</u>	5 ECTS	Lecture + Exercise Class	WS
DISBC	<u>Designing Information Systems for Behavior Change: Practical Applications</u>	5 ECTS	Seminar	SS
JUDMEM	<u>Judgment in decision making and evidence-based management</u>	5 ECTS	Lecture	SS

Seminar for Bachelor thesis writing planned in WS2020

Master theses - topics currently available

Topic	Supervisor
Empirical study on food labelling	Leonard Michels
Welfare effect of nudges – paying to be influenced?	Leonard Michels
Locational grid pricing – a review of regulatory and market aspects	Prakhar Mehta
Techno-economic analysis of solar photovoltaic systems	Prakhar Mehta
Qualitative studies on community solar photovoltaic systems	Prakhar Mehta

You can also suggest own research ideas that we may supervise if they fit to the research focus of the Lab

Bachelor theses - topics currently available

Topic	Supervisor
Digital nudging – what's behind it?	Leonard Michels
Digital interventions for water conservation – evidence from field experiments	Kathrin Schmitt
Digital interventions for energy conservation – evidence from field experiments	Kathrin Schmitt
Qualitative studies on community solar photovoltaic systems	Prakhar Mehta

You can also suggest own research ideas that we may supervise if they fit to the research focus of the Lab

How to apply?

Keep in mind:

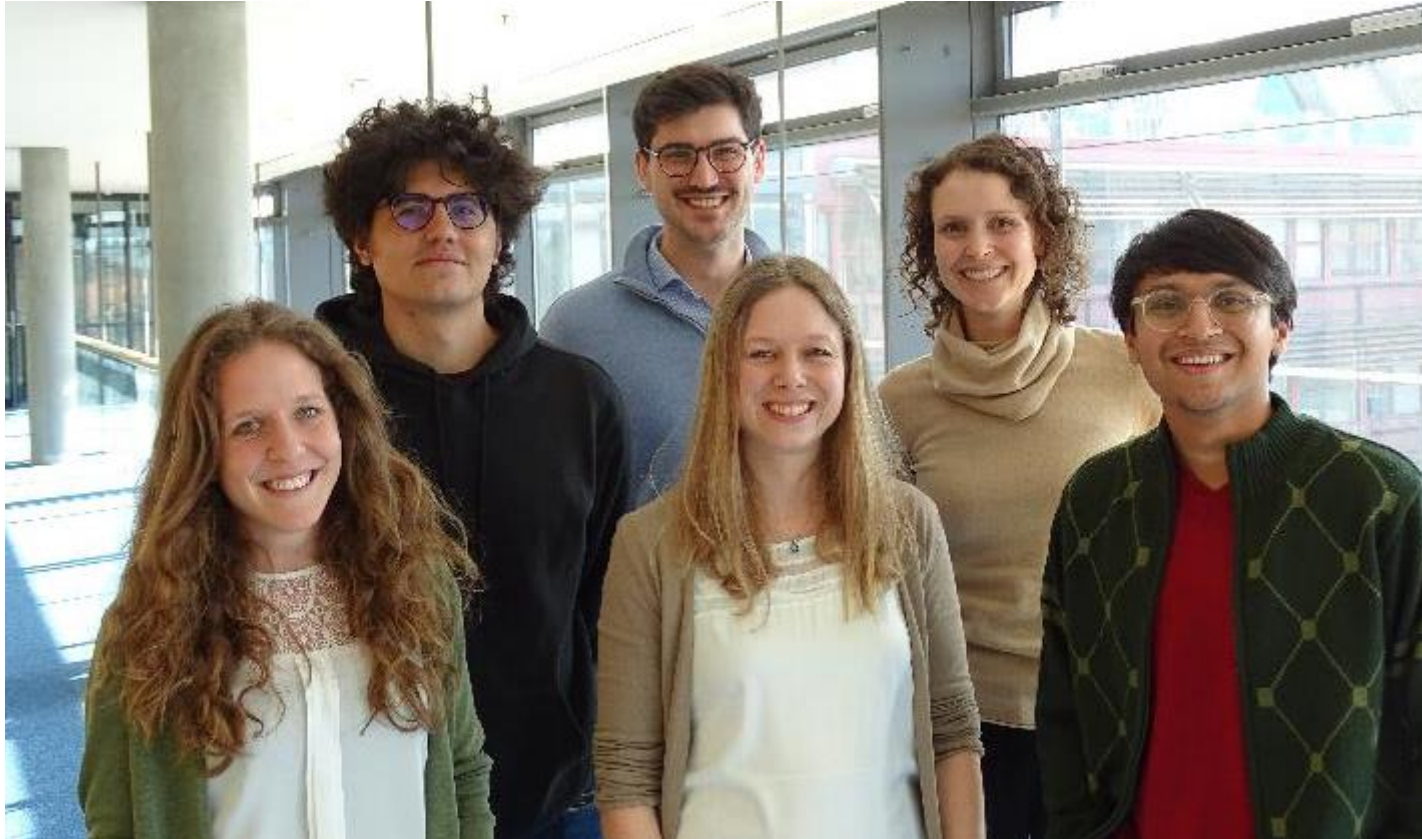
- Most topics have a **quantitative** focus – interest and training in statistics, data science, economics and behavioral topics is important

<https://www.bitstoenergy.rw.fau.de/education/theses/master-thesis/>

Please send us

- A short cover letter: why do you think the topic is interesting?
- Application form (available on our website)
- Your CV
- Recent transcript of records

For more information, please visit our website: 
<https://www.bitstoenergy.rw.fau.de/>



Or meet us at Lange Gasse, office 4.175-4.177