

At the Chair of Logistics and Supply Chain Management of TUM School of Management, we are looking for an interested and qualified student to conduct his/her

## **Bachelor thesis**

on the topic

### **XR for Sustainable Supply Chains and Pro-Environmental Behavior: An Integrated Evidence and Framework Development Study**

Firms face growing expectations to meet ESG/CSR standards, enhance sustainability performance, and engage stakeholders on environmental issues. At the same time, VR/AR/XR technologies are increasingly used across supply-chain operations—training, inspection, planning, logistics—and in environmental education and communication. Yet existing research remains scattered, lacking an integrated understanding of how immersive technologies affect organizational sustainability (economic, environmental, social) and individual pro-environmental attitudes and behaviors. This project investigates how XR applications contribute to **sustainable supply-chain performance** and how they influence **environmentally responsible attitudes, intentions, and behaviors**, synthesizing both operational and behavioral evidence into a unified framework for digital sustainability.

#### **Key project tasks:**

- Systematic literature review on XR in SCM and in environmental behavior change
- Meta-analyses of XR impacts on operational indicators and pro-environmental outcomes
- Integrated framework development connecting XR, TBL performance, and ESG/CSR dimensions
- Research and implementation roadmap for XR-enabled digital sustainability

#### **Requirements:**

The thesis is suitable for bachelor students with a major in operations and supply chain management. A solid grounding in supply-chain management is essential, with prior experience in sustainability assessment regarded as an asset. Finally, successful applicants must be able to work independently, think analytically, and communicate their findings in clear, impactful English.

**Earliest begin:** December 2025

**Supervisor:** Laura Visintainer Lerman

**Application:** Email with curriculum vitae and transcript of records to [logtheses.log@mgt.tum.de](mailto:logtheses.log@mgt.tum.de)