

List of seminar topics

Area Marketing & Sales

Below you will find a list of 87 topics for your seminar thesis. The topics are clustered into 10 overarching categories. Please inform yourself about how to apply in the uploaded documents.

- I. Marketing Strategy and Management**
- II. Consumer Behavior and Psychology**
- III. Price Management**
- IV. Product and Innovation Management**
- V. Brand and Communications Management**
- VI. Sales Management**
- VII. Digital Marketing**
- VIII. Customer Relationship Management**
- IX. Market Theory and Research Methods**
- X. Marketing Analytics**

I. Marketing Strategy and Management

1. The Customer Lifetime Value (*Chair Prof. Stahl*)

One of the most important tasks in marketing is to create and communicate value to customers to drive their satisfaction, loyalty, and profitability. In this seminar thesis, the student should assume the customer value as a dual concept. First, in order to be successful, firms (and the marketing function) have to create perceived value for customers. Toward that end, marketers have to measure customer perceived value and have to provide customer perceptions of value through marketing-mix elements. Second, customers in return give value through multiple forms of engagement (customer lifetime value, in the widest sense) for the organization. Therefore, marketers need to measure and manage this value of the customer(s) to the firm and have to incorporate this aspect into real-time marketing decisions.

2. A Literature Review on Marketing in New Ventures* (*Chair of Prof. Homburg*)

New ventures face specific opportunities related to the marketing function. For example, they can quickly adapt to market changes. At the same time, being new to the market comes with challenges such as limited resources and experience. Overall, it shows that marketing is of high importance for the success of new ventures. Based on that, the question arises how these young firms should design and organize their marketing activities. Against this background, the aim of this thesis is to provide a comprehensive literature overview regarding marketing in new ventures and outline future research directions.

3. Should I Invest in Marketing or my Employees? (*Chair Prof. Vomberg*)

Research has shown that brands can attract employees, make them accept lower salaries (Tavassoli et al. 2014), and fulfill similar functions as Strategic Human Resource Management (SHRM). On the one hand, managers can consider improving brand equity by investing in marketing initiatives to improve brand awareness and public perception, which is also valued by its employees. On the other hand, managers can "invest directly" in their human capital by implementing numerous High-Performance Work Practices and improve employee motivation.

The goal of this seminar paper is to summarize the current state of research on the role of brand equity in the fierce competition for talent and to evaluate these two alternatives in terms of their effectiveness to improve employees' motivation.

Source: Bidwell, M. et al. (2014). I Used to Work at Goldman Sachs! How Firms Benefit From Organizational Status in the Market for Human Capital. Strategic Management Journal, 36, 1164-1173.

4. Stakeholder Prioritization (*Chair Prof. Kraus*)

In the contemporary business landscape, companies must address the diverse needs of all stakeholders, moving beyond the antiquated focus solely on shareholders. While shareholders play a pivotal role in financing companies, recognizing the multifaceted nature of stakeholders becomes essential for sustained market relevance. As market players, companies must align with consumer needs to ensure the saleability and profitability of their services/products. Given the diversity among stakeholder groups, conflicts in their needs may arise. Your seminar thesis delves into this complexity by undertaking an interdisciplinary literature review to discern the latest insights on stakeholders' needs and strategies for prioritization to enhance organizational success. Thus, your research question is: Which needs should the organization prioritize to improve their business in the best possible way?

5. Marketing and Addictions (*Chair Prof. Stahl*)

More and more people nowadays become addicted to activities like smoking, drinking, or online gaming. While consuming goods that one likes can, in principle, provide joy, doing so excessively can also encompass significant negative long-term consequences (e.g., the deterioration of one's physical and mental health, strained relationships, financial hardships, and an increased risk of legal and occupational problems). This seminar thesis should provide an overview of how and when marketing contributes to developing such addictive behaviors. Furthermore, it should outline how more socially responsible marketing strategies could be developed that prevent the consumer from getting addicted to a particular product consumption.

6. New Ventures in Business-to-Government Markets: How to succeed?* (*Chair of Prof. Homburg*)

Governments belong to the largest buyers in the world. Consequently, selling to the government represents a major business opportunity for firms. Every year, public entities award numerous contracts in diverse fields. Competing for such public contracts can be especially interesting for new ventures. However, new firms and their offerings are often unknown by buyers, which constitutes a potential disadvantage relative to incumbents. Furthermore, firms are confronted with high regulatory standards in the governmental environment which are especially hard to address for young companies. In light of these challenges, the question arises how new ventures can succeed in business-to-government markets. The aim of this thesis is to review marketing and entrepreneurship literature relevant for the topic and outline future research directions.

* Topics can be prepared either in English or German.

7. Strategic Firm Orientation and Text Analysis? (*Chair Prof. Kraus*)

A firm's market orientation and entrepreneurial orientation will determine its strategic orientation. Strategic orientation influences the most fundamental strategy decisions of managers and its impact on firm outcomes has been investigated in the prior literature. However, in recent years more objective measurements of strategic orientation based on text have gained popularity. You should summarize the literature on text analysis and the strategic orientation of firms.

8. Predicting Corporate Scandals (*Chair Prof. Stahl*)

In the ever-evolving corporate landscape, the ability to predict and prevent scandals can be a driver of sustainable business success. Indeed, as corporate scandals continue to shape the business world (take, for instance, the Volkswagen emissions scandal in 2015 or the Wirecard scandal in 2021), understanding the early warning signs becomes increasingly crucial for mitigating risks and preserving a company's integrity. Therefore, this seminar thesis should discuss which data and methods firms and other stakeholders can use to predict a scandal and which proactive strategies managers can consequently use to shield the organization from potential reputational damage.

9. Front-End Versus Back-End? How Marketing and Supply Chain Management Must Collaborate to Provide Supply Chain Transparency to Consumers* (*Chair of Prof. Homburg*)

In many companies, a lack of integration between the Marketing and Supply Chain Management departments seems to be widespread. However, amid increasing calls for supply chain transparency by consumers, the importance of collaboration between the two functions is growing. The goals of this seminar thesis are (1) to review the literature on the interface between Marketing and Supply Chain Management, (2) to examine the adjustments and processes necessary for effective cross-departmental information-sharing, and (3) to investigate how the collaboration between the functions facilitates the provision of supply chain transparency towards consumers.

10. The Mirror of Satisfaction: Exploring the Link Between Employee Satisfaction and Customer Satisfaction (*Chair Prof. Stahl*)

This seminar paper is intended to deal with the relationship between employee satisfaction and customer satisfaction. The investigation will explore to what extent high employee satisfaction correlates with increased customer satisfaction, focusing on the motivation of employees to provide better service. Various factors and mechanisms contributing to this correlation, including work culture, internal communication, and customer interaction, are to be examined. Additionally, the paper will investigate how companies can leverage this relationship to enhance both employee and customer satisfaction.

* Topics can be prepared either in English or German.

11. The role of Augmented Reality in bridging the gap between online and offline consumer experiences - how does this integration impact the overall customer journey? (*Chair of Prof. Homburg*)

The involvement of Augmented Reality (AR) in connecting online and offline consumer experiences presents a nuanced dynamic akin to a two-sided coin that simultaneously serves as an ally and a potential adversary for marketers. On one side of the spectrum, the integration of AR can enrich the customer journey by offering immersive and seamless interactions, blurring the boundaries between the digital and physical realms. Nevertheless, on the flip side, concerns about the dependency on AR technologies may arise. The objectives of this seminar paper are threefold. (1) You should conduct a systematic literature overview delving into the landscape of Augmented Reality's role in merging online and offline consumer experiences and (2) identify the dual nature of Augmented Reality's impact on marketers – elucidating where it proves beneficial in augmenting the consumer journey and where it might pose challenges or drawbacks and 3) finally, infer suggestions for future research as well as managerial implications.

12. #trending - Interactions between marketing and society (*Chair Prof. Stahl*)

The use of more rainbow colors during June, including home athletes during big international tournaments or even solidarizing a brand with specific movements are all examples of marketing managers associating their campaigns with current societal topics. Do firms following this approach manage to attract new consumers or are such methods without effect (at best)? Can such brand communication spillover to improve public outcomes (e.g. social good)?

In this seminar thesis, the student will explore how marketing efforts and the general society are intertwined, reviewing existing research that targets this link and explaining how such topics perhaps change in the marketing context over time.

13. Managing customer value in a changing world (*Chair Prof. Stahl*)

Customer management model is one of the ways to show the value of intangible marketing assets on the balance sheet. It seeks to increase the value of the firm's customer base by identifying the customers that the firm can serve most profitably and tailoring offerings to those customers. In this seminar thesis, the student will investigate what customer value (CV) metrics allow firms to properly evaluate different kinds of marketing programs (e.g., loyalty programs, customer experience, referral programs, premium services, etc.), how customer value can be used to improve customer acquisition processes to acquire the right (high CV) customers, and to develop and retain existing customers? In addition, this thesis will provide an overview of the methods to develop and increase the CV of existing customers based on the existing literature.

II. Consumer Behavior and Psychology

14. The Psychology of Subscription-Based Services: Understanding Long-Term Consumer Engagement (*Chair Prof. Kuester*)

Subscription-based services have transformed the way consumers interact with products and services, from streaming platforms to monthly delivery services. This shift has significant implications for consumer behavior, particularly regarding long-term engagement and loyalty. This seminar thesis aims to (1) investigate the psychological factors that drive consumers to subscribe and stay committed to these services, (2) analyze the role of perceived value, satisfaction, and habit formation in maintaining long-term subscriptions, and (3) assess how companies can strategically enhance consumer retention in subscription models. Finally, the thesis shall (4) discuss future directions in the psychology of subscription-based consumer behavior.

15. The connection between online and offline consumer behavior. (*Chair Prof. Kraus*)

Consumer behavior is a dynamic interplay influenced by both online and offline channels, shaping individuals' purchasing decisions and preferences. In today's marketplaces, the distinction between online and offline consumer behavior has become increasingly blurred as technology integrates seamlessly into daily life. This seminar thesis shall provide an overview of existing marketing literature related to the topic online vs. offline consumer behavior and how they relate to each other.

16. Predicting Excellence? An Investigation of the Interface between Personality and Performance (*Chair Prof. Stahl*)

This seminar examines the diverse relationships between personality traits, particularly those of the Big Five model, and individual performance in different contexts. By closely assessing the dimensions of extraversion, agreeableness, conscientiousness, neuroticism and openness, the differentiated mechanisms by which these facets of personality contribute to and predict different performance outcomes will be demonstrated. The thesis intends to provide a comprehensive and insightful understanding of the multifaceted interplay between individual disposition and the achievement of success in various areas.

17. Green is the New Black: Sustainable Value Propositions in Consumer Goods. (*Chair of Prof. Homburg*)

In the realm of consumer goods, sustainable value propositions are increasingly vital for both attracting and retaining consumers. This seminar thesis aims to (1) explore and analyze academic literature on the development and communication of sustainable value propositions in consumer goods, (2) examine how these value propositions influence consumer perception and purchasing behavior, and (3) provide insights into effective strategies for crafting sustainable value propositions along with managerial implications and future research directions.

18. Applications of Literacy in Marketing Research (*Chair Prof. Kuester*)

This topic delves into the critical role of literacy in the realm of marketing research, particularly in the digital age. Literacy refers to competence or knowledge in a specified area and is needed by market actors to manage market interactions. For example, consumers need literacy to rate products, services, and when interacting with service providers on platforms. However, the extent of this literacy among consumers is still not well understood. This seminar thesis will try to uncover the roots of literacy, explore its various forms, and discuss its implications in marketing research and practice. Specifically, this thesis aims to (1) present a comprehensive overview of the development and diverse applications of literacy and (2) provide an in-depth examination of different literacy types. These findings shall be used to (3) critically discuss the importance of literacy and its implications for marketing research and practice. Finally, (4) an outlook for future research shall be provided.

19. Nudging Social Contribution within Organizations (*Chair Prof. Kraus*)

Social or altruistic behavior is widely valued, yet in the business context, every act of social contribution faces significant skepticism. This skepticism is rooted in egoistic motives that often drive business interactions. Nevertheless, with behavioral economics shedding light on the potential to modify situations to guide individuals toward more altruistic actions, crucial questions emerge: How can business situations be modified to foster altruism? And how can such altruistic behavior be perceived as authentic? Your seminar thesis addresses these questions through an interdisciplinary literature review.

20. Displaying emotions - An overview of image sentiment (*Chair Prof. Stahl*)

A common phrase suggests that an image is able to convey complex information more easily than a verbal description ("A picture is worth a thousand words"). Currently, text analysis is often used to assess consumer sentiment. However, according to this idea, analyzing pictures should allow for much more precise conclusions. The complexity of this data type provides the opportunity for multiple emotion metrics, for instance the colors used or facial expressions shown.

In this seminar thesis, the student will explore how emotions are shown in images by reviewing existing research that uses visual rather than textual data and understanding how different image components can convey certain emotional meaning.

21. The Power of Reviews: How Online Opinions Shape What Consumers Buy* (*Chair of Prof. Homburg*)

Consumer reviews significantly influence today's digital landscape, guiding potential buyers through the vast online marketplace. As online platforms proliferate, product reviews have become crucial in decision-making. This seminar paper delves into the profound implications of consumer reviews, exploring the dynamic interplay between online feedback and consumer choices. Its

* Topics can be prepared either in English or German.

objectives include 1) investigating the drivers behind reliance on online reviews, 2) analyzing review characteristics and their impact on purchase decisions, and 3) proposing future research areas.

22. Emotional Triggers in Online Shopping: A Deep Dive into Consumer Psychology (*Chair Prof. Kuester*)

Emotions play a significant role in consumer decision-making, particularly in the digital environment where sensory experiences are limited. With the rise of e-commerce, understanding the emotional triggers that influence online shopping behavior has become crucial. This seminar thesis aims to (1) explore the role of emotional triggers in online consumer behavior, (2) examine how different emotional responses, such as happiness, fear, or excitement, influence online purchasing decisions, and (3) provide a comprehensive overview of the strategies that e-commerce platforms can employ to evoke positive emotional responses. Furthermore, the thesis shall (4) discuss potential future research avenues in the realm of emotions and online shopping.

23. Direct sales model in the automotive industry and status quo bias among dealers (English Only) (*Chair Prof. Kraus*)

It has been proven that the direct sales model provides a better fit for the future and advantages to all related stakeholders – OEMs, customers, and dealers. The transformation to the direct sales model involves a lot of changes. However, every individual has “status quo bias” and dealers are no exception from it. No matter what kind of advantages they receive from the new model, they still prefer the old model because they are used to it. Status quo bias is caused by many different factors – dealers are maybe too optimistic about the future with the current model and do not see any reason to have a change. Or dealers are just too scared if they can perform as well as now with the new model. This thesis focuses on what can be the underlying reason for status quo bias in car dealers.

24. Investigating the Link Between Political Ideology and Sustainable Consumption Through a Social Identity Lens: A Research Agenda (*Chair Prof. Kuester*)

A growing body of marketing research suggests that political ideology can influence consumer behavior. In light of global climate change and rising levels of political polarization, the consumption of sustainable products has become a highly politicized issue. Since individuals typically identify with their political ideology or group, Social Identity Theory, which posits that individuals derive their beliefs and attitudes from their group membership, gains importance. This seminar thesis aims to develop a research agenda focusing on the relationship between political ideology and sustainable consumer behavior, building on Social Identity Theory. To this end, (1) Social Identity Theory should be introduced, and (2) relevant consumer behavior and political psychology research shall be reviewed. Based on this review, the thesis shall (3) synthesize the findings to identify gaps in extant research. Finally, (4) a research agenda that outlines specific research questions relevant to advancing this area of consumer research shall be developed.

25. The "online brain" - Effects of the internet on consumers (*Chair Prof. Stahl*)

Our generation has grown up with an ever-present online world. Information is readily available, social platforms promise interest-related global connections and businesses use various channels to market towards their (prospective) customers. These are some of the extreme differences between our social interactions and those of prior generations. Some findings propose that this online world is beginning to show effects on our offline life. Advertising clutter and consumer aversion to ads are experiences we have all likely made. The constant stream of notifications can be tiring and our attention span is suggested to be decreasing. We observe the ideal digital format to impact things such as the average length of songs.

In this seminar thesis, the student will explore whether and (if so) how internet use affects human cognition and behavior, reviewing existing research that discusses the observed changes of internet usage and human cognition.

26. Examining the Impact of Transparency on Fashion Consumer Behavior: A Theory of Reasoned Action Perspective* (*Chair of Prof. Homburg*)

Many people are aware of the environmental and social impacts of the fashion industry but are skeptical of the sustainability claims made by fashion companies due to greenwashing concerns. In response, many companies have started to increase transparency into their supply chains and sustainability practices to substantiate their claims. The aim of this seminar paper thesis is to investigate how increased transparency influences the behavior of fashion consumers. Therefore, the proposed task is to (1) review relevant literature on the Theory of Reasoned Action, (2) investigate how consumers' attitudes, subjective norms, and behavioral intentions towards fashion companies are influenced by increased corporate transparency, and (3) assess the effectiveness of these transparency initiatives in mitigating greenwashing concerns and building consumer trust in sustainable fashion practices.

27. Polarization and Brand Perception: The Political Divide in Consumer Markets (*Chair Prof. Kuester*)

The growing political polarization in society is increasingly reflected in consumer markets, affecting brand perception and loyalty. This seminar thesis will (1) investigate the extent to which companies are perceived through a political lens, (2) analyze how political polarization shapes consumer attitudes towards different brands, and (3) explore strategies that brands use to either align with or distance themselves from political ideologies. Finally, (4) implications for marketing theory and practice shall be derived.

* Topics can be prepared either in English or German.

28. Bridging the Gap: Tailoring Nudges to Political Ideologies for Effective Change (*Chair Prof. Kuester*)

Recent marketing research increasingly points to the strong impact of political ideology on consumer behavior. In the context of political ideology, sustainable consumption has yet to receive more attention. Research on “green” nudges shows promising results in giving consumers a soft push towards more sustainable choices. The basic idea of nudging is to use subtle and non-coercive interventions to influence people’s choices. This seminar thesis aims to develop nudging strategies based on political ideology (liberal vs. conservative) by drawing on existing theories and findings from (political) psychology and marketing. Based on (1) a systematic review of relevant literature on political ideology and sustainable consumption, (2) a set of nudging strategies shall be developed. Based on identified nudging strategies, (3) avenues for future research shall be identified. Finally, (4) implications for marketing practice shall be derived.

29. Change management and status quo bias (English Only) (*Chair Prof. Kraus*)

Status quo bias is one of the most frequent biases to be found in a transformation process. Therefore, a so-called “change management” is necessary to make the transformation possible. One of the most used methods in change management is training. This paper aims to focus on the impact of training to solve/debias the status quo bias.

30. Mind the Distance: Exploring the Intersections of Construal Level Theory, Political Ideology, and Consumer Behavior (*Chair Prof. Kuester*)

Construal Level Theory (CLT) explores how individuals interpret and interact with the world around them based on psychological distance. This seminar thesis aims to analyze the interplay between CLT, political beliefs, and consumer decision-making. First, (1) CLT shall be introduced to subsequently (2) review relevant research from the fields of psychology and political science that shed light on the interplay between CLT and ideology. Given the limited research in this field, a critical element of the thesis will be to (3) identify existing research gaps, specifically focusing on the implications for consumer behavior research. Finally, (4) practical implications for marketing shall be derived.

31. Attribution and its Implications on Green Products and Green Marketing (*Chair Prof. Kuester*)

As consumer demand for green products rises, understanding how individuals attribute responsibility to companies engaging in green initiatives and green marketing becomes paramount. Marketing researchers have already emphasized the relevance of attribution theory, which explains how individuals attribute feelings and intentions to others to understand their behavior, for green marketing. However, a systematic literature overview of the implications of attribution theory and its implications for green products and green marketing is still missing. This seminar thesis aims to (1) synthesize existing knowledge on attribution theory and its application in the context of

green products and green marketing, and (2) derive guidance for managers aiming to navigate the evolving landscape of green consumer choices. Based on these insights, (3) implications for theory and future research avenues shall be derived.

III. Price Management

32. Mastering the Delegation of Pricing Authority: How to Overcome Negative Outcomes* (Chair of Prof. Homburg)

Delegating pricing authority involves empowering lower-level employees to make real-time pricing decisions. However, while delegation is beneficial up to a certain threshold (Homburg, Jensen, and Hahn 2012), it also carries potential drawbacks that must be carefully considered. Therefore, this seminar paper aims to shed light on the negative aspects of pricing authority delegation by (1) thoroughly reviewing and categorizing relevant scholarly literature and theories on the delegation of pricing authority, (2) identifying critical mediators that contribute to both positive and negative outcomes of delegation, and (3) to provide practical insights for managerial decision-making and future research directions.

Source: Homburg, C., Jensen, O., & Hahn, A. (2012). How to organize pricing? Vertical delegation and horizontal dispersion of pricing authority. *Journal of Marketing*, 76(5), 49-69.

33. Dynamic Pricing – The New Normal? (Chair Prof. Vomberg)

Amazon and Uber have been doing it for a long time - the first restaurants are following behind. As the name suggests, dynamic pricing describes a pricing strategy in which prices are set dynamically, sometimes several times a minute, depending on supply and demand. The aim of this seminar paper is to provide an overview of the industries in which dynamic pricing is already being used successfully. But also to critically evaluate what the opportunities, challenges and risks are for companies when implementing this pricing strategy.

IV. Product and Innovation Management

34. Breaking Barriers: Exploring Company-Internal Challenges to Innovation (Chair Prof. Vomberg)

While innovation is the lifeblood of organizational growth, internal barriers can impede its creation. This seminar thesis is dedicated to conducting a comprehensive literature review, focusing on empirical research studies that identify the company-internal factors acting as barriers to innovation. From overtime work to resistance to change, this study aims to uncover and analyze the obstacles that companies face in fostering a culture of innovation. By identifying and understanding these barriers, organizations can strategize more effectively to unleash their innovative potential.

* Topics can be prepared either in English or German.

35. Value Co-Creation in the Innovation Process: A Collaborative Approach* (*Chair of Prof. Homburg*)

In any thriving economy, innovation plays a central role, as it involves developing enhanced or novel solutions to address customer problems, thus posing as an imperative for the success of any company. To mitigate uncertainty in a company's innovative endeavors, businesses are increasingly turning to co-creation to foster shared innovation. Against this background, the objectives of the seminar paper are: 1) review relevant academic literature on the topic, 2) outline its advantages and possible disadvantages, and 3) outline further research directions.

36. Marketing Approaches for New Technology Adoption (*Chair Prof. Stahl*)

Apple is renowned for introducing groundbreaking technologies throughout its history, frequently transforming entire industries in the process. In your seminar thesis, you will concentrate on how businesses can effectively market emerging technologies, tackling both the challenges and opportunities that emerge during the introduction of new technological innovations.

<https://www.tandfonline.com/doi/abs/10.1080/09720502.2016.1258837>

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0249124>

37. The Impact of Company Reputation on Consumer Perception of Sustainable Innovations (*Chair Prof. Kuester*)

As consumer awareness of ecological concerns rises, companies increasingly realize that their reputational standing influences how consumers view their commitment to sustainability. For example, factors such as a company's history of environmental responsibility or transparent communication potentially directly impact consumer attitudes toward sustainable innovations. By conducting a comprehensive literature review, this seminar thesis aims to (1) identify whether the sustainability reputation of a company influences the perception of sustainable innovations, (2) provide practical insights for businesses seeking to align their sustainability reputation strategies with consumer expectations, and (3) discuss future research directions.

38. Status Quo of Artificial Intelligence in New Product Development (*Chair of Prof. Homburg*)

Artificial Intelligence (AI) is set to become a key enabling technology of the 21st century. The generative and mutable characteristics have enabled the fast identification of potential applications by entrepreneurs and innovators. The objectives of this seminar thesis are (1) to review and synthesize relevant academic literature about the role of AI in New Product Development, (2) to discuss the diverse ways in which AI is transforming innovation and to discuss different applications and implications for innovation practice.

39. Fueling Success: Unleashing the Power of Innovative Work Behavior in Organizational Performance (*Chair Prof. Vomberg*)

In the dynamic landscape of today's business world, innovative work behavior stands as a key driver of organizational success in innovation. This seminar paper seeks to compile a state-of-the-art literature review, delving into empirical research studies that examine the impact of innovative work behavior on organizational performance, with a special focus on its role in new product development. By synthesizing findings from diverse perspectives, this study aims to uncover insights that guide businesses in optimizing their innovation strategies for enhanced overall performance.

40. Consumer demography and purchase patterns in automotive passenger vehicle markets: A review of literature (*Chair Prof. Stahl*)

Over the past 20 years, automotive data has been a great source for seminal research across consumer analytics, branding, and other research topics. In light of the substantial change in the market from internal combustion engines (ICEs) to electric vehicles (EVs) in the recent years, it is now the right time to recap the work done using automotive data in the past decades and to develop an agenda for future research regarding the new reality of EVs in light of new powertrain technologies, new market entrants and new (AI-based) analytic capabilities.

This Seminar Thesis should review A+ to B journal publications using automotive data and create an overview of addressed research questions, methods applied and findings generated. Further, a brief outlook on future research needs can highlight various aspects of interest, potentially leading to a seamlessly integrated master thesis.

41. Factors Influencing Consumer Perception of Radical and Incremental Green Innovations (*Chair Prof. Kuester*)

In an era where sustainability becomes increasingly important to consumer decision-making, understanding the factors that shape consumer perceptions of both radical and incremental green innovations becomes essential. On the one hand, incremental green innovations include modifying existing products via eco-efficiency, substituting harmful materials, or ensuring that they are recyclable. On the other hand, radical green innovations represent a more transformative approach, utilizing novel technologies to create entirely new products or product attributes. This seminar thesis aims to (1) identify and analyze the distinct factors that influence consumer perceptions of green products, with a particular focus on their degree of innovativeness. Based on these findings, (2) valuable insights for innovation and marketing managers shall be derived, providing guidance on how to position and promote radical and incremental green products in the market effectively. Finally, (3) theoretical implications and future research avenues shall be discussed.

42. I know something you don't know: Knowledge management in new product development
(Chair of Prof. Homburg)

Knowledge is considered to be a key element of innovation and a fundamental component for companies to remain competitive. Knowledge sharing among individuals in an organization is made more difficult by various obstacles. The objectives of this seminar paper are (1) to review and synthesize relevant academic literature, (2) discuss the main hurdles in knowledge management in new product development, (3) and derive managerial implications.

V. Brand and Communications Management

43. The Antecedents and Consequences of Employer Branding (Chair Prof. Stahl)

In the professional world, talents are regarded as a fundamental competitive advantage for businesses. Especially in times of war for talent, a firm's ability to stand out and be attractive to potential hires becomes crucial to attract and retain highly skilled employees. To do so, firms increasingly do not only employ brands for their products but also for the firm as an employer itself (so-called "employer branding"). Employer branding assists in crafting a corporate brand that can be effectively marketed to attract and engage talented individuals. This seminar thesis aims to provide a research overview of the factors that influence the perception of an employer brand as well as the economic consequences for firms engaging in employer branding.

44. Communicate the Green: The Impact of Sustainability Messaging. (Chair of Prof. Homburg)

In an era where sustainability has become a key driver of consumer and business decisions, effective communication strategies are essential. This seminar thesis investigates how communication about sustainability can shape customer perceptions, attitudes, and purchasing decisions. Specifically, the aims are to (1) review and synthesize academic literature on green communication in both B2C and B2B contexts, (2) discuss the effectiveness of green communication in shaping customer perceptions and purchasing decisions, and (3) provide managerial implications and suggest areas for future research.

45. Multichannel Conflicts: The Consequences of Incongruent Information in Omni-Channel Marketing (Chair Prof. Stahl)

In this seminar paper, the impact of inconsistencies and discrepancies in information disseminated across various channels in the context of Omni-Channel marketing is to be examined. It should be discussed how incongruent information affects customer perception and decision-making, and what strategies companies can develop to avoid or minimize such discrepancies. Additionally, the importance of an integrated communication strategy in the context of Omni-Channel marketing will be highlighted.

46. Unveiling Corporate Practices: The Signaling Theory Perspective on Supply Chain Transparency and Sustainability Disclosures and Their Influence on Consumer Behavior*
(Chair of Prof. Homburg)

Amid growing consumer demand and legal requirements, corporate transparency is becoming increasingly important, and many companies are starting to engage in supply chain transparency or disclose their sustainability credentials. Thereby, companies reduce information asymmetries by allowing external stakeholders insight into their business practices. The aim of this seminar thesis is to (1) review relevant literature on the signaling theory, (2) apply the signaling theory to the topic of companies' transparency about their supply chain and sustainability from a consumer perspective, and (3) delineate what companies should pay attention to when signaling in order to produce favorable consumer responses.

47. Omni-Channel Marketing as a Tool in Employer Branding: Strategies and Impacts
(Chair Prof. Stahl)

This seminar topic focuses on the use of Omni-Channel marketing approaches in employer branding. It aims to explore how companies can establish a strong employer brand through consistent and strategically aligned communication across various channels. Key elements and strategies that contribute to strengthening a positive employer brand through Omni-Channel marketing are to be identified. Furthermore, the analysis will explore how these approaches affect the company's perception by current and potential employees.

VI. Sales Management

48. Buyer-Seller Relationships in Tender Contexts* (Chair of Prof. Homburg)

Competitive tenders refer to a purchasing model in which a customer requests suppliers to submit a proposal regarding a product or service that meets predefined requirements. Next to the definition of product or service specifications, the buying firm establishes selection criteria in the request for proposal (RFP). Due to that, the buyer can, for example, better compare different offerings. The question arises how the characteristics of competitive tenders affect the relationship between the buying firm and the supplier. In particular, the presence of (objective) buying criteria might have an impact on the role of salespeople. Against this background, the aim of this thesis is to examine buyer-seller relationships in tender contexts.

49. Customers' perception of the direct sales model in the automotive industry (English Only) (Chair Prof. Kraus)

The direct sales model is a new trend in the automotive industry. Since Tesla proved the potential of the direct sales model, many developed OEMs also consider their new way of selling with the direct sales model. The transformation to the direct sales model involves a lot of chances in the

* Topics can be prepared either in English or German.

daily operation of the automotive industry. However, from the customers' perspective, this change might not be obvious. This thesis focuses on investigating if there is any difference in customers' perception between the indirect sales model and the direct sales model.

50. You get what you pay for: The consequences of compensation structures on sales' short- vs. long-term orientation* (*Chair of Prof. Homburg*)

Companies must shift their mindset to long-term thinking, not short-term monetary targets – right? Not all compensation structures will benefit the same selling goals, i.e., particular organizational targets require adapted compensation systems.

Hence, the superordinate goals of this seminar paper are (1) to review and systemize relevant academic literature on sales and key account management compensation structures, (2) to draw and discuss linkages among compensation systems and selling behaviors, and (3) to derive the implications these linkages bear for managerial practice and future research.

51. Same Same, but Different: The distinction of key account management teams from general business-to-business teams* (*Chair of Prof. Homburg*)

This thesis delves into the nuanced dynamics of key account management (KAM) teams within business-to-business (B2B) interactions. While these teams may share commonalities with general B2B teams, this research illuminates the subtle yet crucial distinctions that set KAM teams apart. Hence, this seminar paper aims (1) to review and systemize relevant academic literature on (B2B) teams and KAM, (2) to discuss unique competencies and strategies essential for effective KAM, and (3) to derive the implications for managerial practice and future research.

52. Mastering the B2B Chessboard: Crafting and Selling Value Propositions. (*Chair of Prof. Homburg*)

Navigating the intricate world of B2B sales requires a keen understanding of the products' value propositions, especially when selling high-priced, high-value offerings such as sustainable products. This seminar thesis aims to (1) review and synthesize literature on both general and sustainability-specific product value propositions in B2B contexts, (2) examine how these value propositions influence business relationships and decision-making processes, and (3) offer strategic insights and managerial implications for effectively designing and communicating value in the complex B2B landscape.

53. It's not all about the money: The relevance of non-monetary incentives in sales. (*Chair of Prof. Homburg*)

There is a growing recognition of the importance of non-monetary incentives in shaping the behavior and performance of salespeople. While previous literature has extensively explored the impact of monetary incentives on motivation and sales performance, this seminar paper shifts the

* Topics can be prepared either in English or German.

focus toward a systematic analysis and comparison of non-monetary incentives. The central question at hand is how non-financial incentives affect salespeople and whether these influences may, in some cases, lead to unintended negative consequences. Through an in-depth examination, this study aims to contribute to a nuanced understanding of the multifaceted dynamics between non-monetary incentives, motivation, and performance in the context of sales forces.

54. Navigating Autonomy: A Comprehensive Analysis of Its Varied Forms and Impact on Salespeople's Performance and Well-being (*Chair of Prof. Homburg*)

While autonomy for salespeople can enhance motivation and adaptability, potential negatives may arise from inconsistent decision-making, lack of alignment with organizational goals, and the risk of increased stress or burnout due to heightened responsibility and accountability. This seminar paper explores the relevance and impact of autonomy on salespeople within organizational contexts, with a specific focus on differentiating various types of autonomy. Furthermore, the seminar paper aims to elicit potential negative sides associated with autonomy in sales. Finally, the goal is to identify contingency factors and derive managerial implications.

55. B2B sales versus B2C sales – differences and similarities along the customer journey (*Chair of Prof. Homburg*)

In the realm of B2B sales versus B2C sales, both share common stages along the customer journey, such as awareness, consideration, and purchase, yet differ significantly in their complexity and target audience. While B2C sales often focus on impulse buying and mass marketing, B2B sales involve longer decision-making cycles, personalized solutions, and building enduring relationships with key stakeholders. The objectives of this seminar paper are threefold. (1) You should conduct a systematic literature overview on B2B vs. B2C sales & purchasing processes and (2) identify where similarities are and where differences could be detected. 3) Finally, you should infer suggestions for future research as well as managerial implications.

56. A Literature Review on Psychological Climate in Sales (*Chair of Prof. Homburg*)

Creating a workplace that engages and motivates employees has been recognized as a crucial way for businesses to gain a competitive edge by unlocking the full potential of their workforce. An organization's psychological climate thereby plays a pivotal role, significantly influencing salespeople's well-being, job satisfaction, and, ultimately, organizational success. This is even more important in the dynamic realm of sales. Against this background, the aim of this thesis is to provide a comprehensive literature overview regarding the relevance of psychological climate within sales and outline future research directions.

VII. Digital Marketing

57. Sharenting and Privacy Constraints of Influencer Parents: Balancing Parenthood and Online Influence (*Chair Prof. Stahl*)

Influencer parents have carved a niche for themselves within the realm of social media, sharing their parenting experiences with millions of followers worldwide. This emerging trend of "sharenting" raises important questions about the privacy constraints and ethical considerations faced by influencer parents. As they document their children's lives and experiences, concerns about the potential risks to their children's privacy, security, and well-being have arisen. This seminar thesis aims to delve into the complexities surrounding sharenting, exploring the delicate balance between sharing personal moments online and safeguarding the privacy of influencer parents' children. Through a comprehensive examination of existing practices, challenges, and potential solutions, this research seeks to shed light on responsible sharenting practices and the ethical responsibilities of influencer parents, providing essential insights for both influencers and their audiences alike.

58. How Question Format and Design Shapes Online Feedback (*Chair Prof. Kraus*)

In today's ever-evolving digital landscape, online opinions and reviews play a pivotal role in shaping consumer decision-making. However, the format utilized to elicit consumer opinions, such as rating scales, question types, and overall length of a feedback survey, significantly impacts what and how individuals share their thoughts. Moreover, format shapes the way online opinions are ultimately perceived. This seminar thesis summarizes findings on the dynamic interplay between review formats and consumer perceptions and how the design and structure of online reviews influence both the expression and reception of consumer sentiments.

59. Insights from Online Employer Reviews using Text Mining (*Chair Prof. Vomberg*)

Online employee reviews that are anonymously published on platforms such as Kununu, Glassdoor, or Indeed are increasingly used in research as a data source to measure constructs of employee perception (e.g. satisfaction, identification, pride). The aim of this seminar paper is to provide an overview of (1) text mining methods (2) employee perception constructs that have been investigated in this context and (3) the possibilities that arise for research from leveraging this data source.

60. Sustainable Influencer Marketing: Nurturing Authenticity, Ethical Partnerships, and Long-Term Impact (*Chair Prof. Stahl*)

As influencer marketing continues to flourish, so does the need for sustainable and responsible practices within the industry. The exponential growth of this domain has led to concerns regarding authenticity, transparency, and environmental impact. This seminar thesis embarks on a journey to explore the concept of sustainable influencer marketing, encompassing ethical partnerships,

genuine content creation, and the promotion of environmentally conscious initiatives. By delving into successful case studies and best practices, this research aims to highlight the potential for positive, long-term impact that sustainable influencer marketing can have on both brands and society at large. Through the lens of sustainability, this study seeks to inspire influencers, brands, and consumers to collaborate in fostering a more meaningful, authentic, and socially responsible influencer marketing ecosystem.

61. Should Siri and Alexa Combat Profanities and Abusive Language?* (*Chair Prof. Kuester*)

AI-based agents, such as Amazon's Alexa or Apple's Siri, have become ubiquitous in consumers' daily lives. Moreover, companies successively adopt AI-based agents to manage customer interactions. However, analyses of user interactions with such agents show that up to 30% of interactions contain consumer antagonisms such as abusive language, profanities, and even sexual harassment. Although the technology can identify such interactions, most assistants are programmed to "overlook" profanities and to remain polite. This tactic prompts the question of how companies employing AI-based agents should cope with consumer antagonism toward AI. Therefore, this seminar paper aims to (1) review the literature on AI and human-computer interactions to investigate users' abuse of AI and its consequences on society. Additionally, (2) potential spill-over effects between AI agents and companies employing AI shall be reviewed. Based on the findings, (3) implications for marketing research and practice shall be derived regarding possible coping strategies in response to consumer antagonism.

62. The Influence of Influencers and Prominent Athletes on Generation Z's Attitudes and Opinions Towards Sports (*Chair Prof. Stahl*)

This topic investigates the impact of influencers and prominent athletes on shaping Generation Z's attitudes and opinions towards sports. It explores how these public figures, through their online presence and personal branding, influence the preferences, participation, and perception of sports among young individuals. The research delves into the role of social media as a key platform for this influence, examining both the positive and negative effects on Gen Z's engagement with sports.

63. Explainable AI in Customer Service (*Chair Prof. Kuester*)

Artificial Intelligence (AI) is often perceived as a 'black box', where the processes leading to its results are not clearly defined or understood by the customer. To address this issue, the concept of Explainable AI (XAI) is introduced, which makes the AI process more transparent. This seminar thesis aims to (1) conduct a systematic literature review on XAI, particularly in its application in the customer service context and (2) discuss the identified advantages and disadvantages of XAI. Based on these findings, (3) managerial implications for employing explainable AI in customer service shall be derived. Finally, the thesis shall (4) outline future research directions.

* Topics can be prepared either in English or German.

64. Empowering Connections: The Influence of Online Peer Networks (*Chair Prof. Stahl*)

This seminar thesis explores the crucial role of (female) peer support in online communities and its potential impact on individuals' successes and well-being. By exploring the dynamics of virtual networks, this seminar paper aims to uncover how the presence of peers and online support and feedback contributes to the creation of a supportive environment. Examining these dynamics will provide valuable insight into the mechanisms by which online communities can promote success and persistence and offer a deeper understanding of the factors that enhance individual advancement in various fields.

65. Artificial Intelligence and the Angry Consumer – Consumer Antagonism Towards AI and Robots* (*Chair Prof. Kuester*)

Companies increasingly deploy Artificial Intelligence (AI) and AI-based robots for consumer service interactions. Yet, multiple reports document incidents where consumers display negative, antagonistic behavior toward robots and AI in the marketplace. Consumer antagonism refers to the adversarial behavior of consumers directed toward others. This seminar paper seeks to (1) review relevant literature on the phenomenon of consumer antagonism toward robots and AI and (2) establish a framework for how companies can mitigate such antagonistic behavior. Based on the findings, (3) future marketing research directions shall be derived.

66. Unveiling Inequity: A Comprehensive Literature Review on Digital Gender Gaps (*Chair Prof. Stahl*)

This seminar paper explores gender inequality and bias in the digital sphere. In today's (online) world, women are often discriminated against and there is evidence of a digital gender gap: that is, women are discriminated against on platforms such as Stack Overflow due to bias; in customer reviews on TripAdvisor, hotel managers exhibit gender bias by responding confrontationally to negative reviews from women; and in movie reviews, female movies disproportionately receive extremely low ratings, especially from male reviewers. This seminar paper aims to provide a nuanced understanding of gender differences and biases, highlight the current challenges that require careful consideration, and provide an outlook on what opportunities exist to minimize or counteract gender differences online.

67. When AI Explains Itself: The Current Status Quo on Explainable AI in Marketing (*Chair Prof. Kuester*)

In recent decades, Artificial Intelligence (AI) has witnessed tremendous success, which has led to a tide of applications based on AI. However, these AI systems are called black box models due to their inability to explain the logic behind their decisions to their users. Consumers might find it challenging to blindly believe AI, especially for critical decisions in the healthcare, defense, finance, or legal sectors. Therefore, AI designers developed Explainable Artificial Intelligence (XAI), revealing to the consumer the logic behind decisions made by an AI system. This seminar

* Topics can be prepared either in English or German.

paper aims to (1) review the literature on XAI and human-AI interactions to develop a framework for how consumers perceive and respond to XAI. Based on the findings, (2) implications for practice shall be derived regarding the implementation of XAI. Additionally, (3) opportunities for future research shall be identified.

68. Virtual and Augmented Reality Transformations in Marketing (*Chair Prof. Stahl*)

VR and AR applications are transforming many areas of marketing including marketing communications, marketing strategies and consumer experiences. In this seminar thesis you will explore the research landscape related to transformations that VR and AR are inducing.

<https://www.sciencedirect.com/science/article/abs/pii/S0167811620300380?via%3Dihub>

<https://link.springer.com/journal/10055>

69. Risks of Artificial Intelligence in Customer Service (*Chair Prof. Kuester*)

With the rapid technological development of Artificial Intelligence (AI), companies are increasingly using AI to automate customer service, e.g., by offering AI-based chatbots. However, the use of AI also poses risks, such as customer discrimination or misinformation. Furthermore, AI can have negative effects on marketing outcomes (e.g., trust, willingness to pay, etc.). This seminar thesis aims to (1) provide a systematic literature review of the potential risks of using AI in customer service and (2) discuss proposed strategies to mitigate these risks. Based on these findings, (3) future research directions and managerial implications for the use of AI in customer service shall be outlined.

70. Creator economy and the role of developing creators' close ties in social networks in the case of SoundCloud: Do creators reshuffle their close ties and how does it imply on their follower base growth and reach? How should creators reshuffle their close ties? (*Chair Prof. Stahl*)

A creator starts off unknown and the newly acquired followers are also unknown, especially the ones with close ties, where close ties relate to having intense dyadic communication (i.e., sending private messages, liking, commenting, and reposting each other's content). Once the creator acquires further new followers and becomes known, we expect that close ties in terms of followership level are being reshuffled / reprioritized (i.e., due to status and interest homophily). In addition, from the follower base of the close ties, we expect the creator to get an influx of new followers (i.e., through reposts or even collaboration)—and vice versa (i.e., the close ties receive an influx of new followers from the creator through reposts or even collaboration). This Seminar Thesis should review A+ journal publications in context of the described expectation. This should serve to challenge or validate the expectations and to build a solid literature review and a base for theory development.

71. Important but Imprecise? – A Literature Review on Rating Systems on Sharing Economy Platforms (*Chair Prof. Kuester*)

Rating systems play an important role in sharing economy platforms, such as Uber or Airbnb. The efficacy of these systems depends on their design and the users' comprehension of their purpose and interpretation. This seminar thesis aims to (1) provide an overview of the development of rating systems on sharing economy platforms. Specifically, this thesis shall (2) investigate key attributes of rating systems, assessing their challenges, benefits, and drawbacks from a user perspective. These findings shall be used to (3) critically discuss the use of rating systems and identify potential areas of improvement. Finally, (4) implications for marketing research and platform managers designing rating systems, as well as an outlook for future research shall be derived.

72. Follower influx based on status and interest homophily: What other creators' follower pools should a given creator tap into, to acquire larger follower base? (*Chair Prof. Stahl*)

Interest homophily describes the similarity of interest of followers of a given creator. When creators look for additional “neighbourhood” networks to tap into, this interest homophily should not be too low nor too high. If it is too low, then there will be no connection in the first place, and if it is too high, then there is too great of a follower base overlap, which then prevents an influx of new followers from happening. With increasing followership level, namely when the creator becomes known, then we expect lower interest homophily to be optimal for the influx of new Followers. Among known creators, homophily revolves predominantly around status and not so much around interest anymore, because everyone who is known is somewhat broad (in terms of interest). More specifically, known creators must be broad, because they have a much more heterogenous follower base in terms of interest and need to cater to all of them.

This Seminar Thesis should review A+ journal publications in context of the described expectation. This should serve to challenge or validate the expectations and to build a solid literature review and a base for theory development.

73. Accountable AI in Customer Service (*Chair Prof. Kuester*)

Artificial Intelligence (AI) can increasingly replace humans in complex marketing tasks such as customer service, complaint handling, or product recommendations. But what happens when AI commits mistakes? Who is held accountable? One approach to potentially answer these questions is called “Accountable AI”, which describes the ability to justify and take responsibility for the outcomes of an AI system. The goal of this seminar thesis is to (1) provide a systematic literature review on Accountable AI. Specifically, the thesis shall (2) discuss how Accountable AI can benefit digital customer service. Based on the results, (3) future research directions and (4) managerial implications for the use of Accountable AI in customer service shall be provided.

74. The rise of the de-influencing: A new trend in marketing (*Chair Prof. Stahl*)

In today's society, influencers are contributing to the culture of buying and consuming on social media. As a protest against this, the phenomenon of de-influencing emerged on social platforms. A recent trend of “de-influencing” which is where influencers tell their followers what not to buy. This popular trend supports the idea that people prefer influencers who they perceive are authentic. What’s more authentic than someone who not only endorses products, but goes out of their way to tell you what popular items aren’t worth your money? In this regard, the aims of this seminar thesis are (1) to review relevant academic literature on de- influencing in the influencer marketing, (2) to discuss the drivers and the consequences of de- influencing and (3) to derive managerial implications and outline future research directions.

75. Algorithms as service providers: Factors influencing consumers' perception of machine decisions (*Chair Prof. Stahl*)

Algorithms as a Service (AaaS) are often machine learning methods, which are often referred to as artificial intelligence. Although the models can sometimes deliver better results than humans and at the same time save financial and time resources, their use does not always have to make sense. The customer's assessment of task-dependent decision-making aspects such as ability, accuracy and usefulness, as well as fairness and authenticity, plays at least as important a role. Customer aversion to such technologies is not uncommon and can reduce success immensely. In this sense, the seminar thesis aims to provide an overview of the areas and services in which AI tools are commonly used in customer contact and how the decision-making factors on the customer side differ depending on the situation. In addition, empirical results to date on consumer perception of machine decisions and implications for management are summarized based on relevant studies.

VIII. Customer Relationship Management

76. The Role of Customer Referral Programs in Supercharging Customer Value* (*Chair of Prof. Homburg*)

Unlocking the potential of customer referral programs emerges as an imperative for businesses committed to sustainable growth. These programs not only serve as catalysts for customer value but also contribute to the intricate dynamics of customer loyalty. Against this backdrop, the objectives of the seminar are: 1) to identify the underlying mechanisms of such programs and how they help in binding customers and cumulating customer value, 2) to point out the advantages and drawbacks of customer referral programs, and 3) to outline further research directions.

* Topics can be prepared either in English or German.

77. The Data Quality in Customer Relationship Management (CRM) – Systems (*Chair of Prof. Homburg*)

Large organizations, as well as Small and Medium-sized Enterprises (SMEs), have implemented CRM-Systems. Nevertheless, studies indicate mixed results about the quality of data in CRM-Systems. The storage, collection, and appropriate use of such data is a major challenge for firms. The objectives of this seminar thesis are (1) to review and synthesize relevant academic literature, (2) provide an overview of the problems and solutions of data quality management in CRM Systems (3) and derive managerial implications.

78. AI-powered customer relationship management (CRM) in B2B sales: Enhancing long-term partnerships (*Chair of Prof. Homburg*)

The impact of AI-powered Customer Relationship Management (CRM) in (B2B) sales is a complex dynamic, presenting both opportunities and challenges for businesses. On the positive side, AI-driven CRM systems have the potential to revolutionize (B2B) sales by enhancing efficiency, optimizing communication, and fostering the development of long-term partnerships. However, the automated nature of AI in CRM raises concerns about potential drawbacks, such as the risk of depersonalization and the need for human touch in building and maintaining meaningful business relationships. The objectives of this seminar paper are threefold. (1) You should conduct a systematic literature overview on the utilization of artificial intelligence in (B2B) sales, with a specific focus on AI-powered CRM systems, and (2) identify in which ways AI, particularly in the context of CRM, benefits (B2B) sales processes, as well as the potential drawbacks and challenges it may pose and 3) finally, infer suggestions for future research as well as managerial implications.

IX. Market Theory and Research Methods

79. “Attention, Attention Please!” – A Literature Review on Attention Checks in Marketing Research (*Chair Prof. Kuester*)

Marketing researchers frequently use online panels, such as Amazon M-Turk or Prolific, to acquire study participants. However, since participants take part in the studies remotely (i.e., via the Internet), it is challenging for researchers to control the effort of participants and to ensure the quality of their responses. Attention checks are increasingly used to check whether participants have thoroughly read study instructions and provided valid responses. This seminar thesis aims to (1) provide an overview of the literature on attention checks in the context of online survey research. The findings shall be used to (2) critically discuss the use of attention checks in marketing research, (3) derive implications for marketing researchers and panel providers, and (4) provide future research directions.

80. Eye-Tracking in Marketing Research (*Chair Prof. Kraus*)

Eye tracking is a technology that involves monitoring and recording the movement of an individual's eyes to understand their gaze patterns, focus areas, and visual attention. This is typically done using specialized devices, such as eye trackers, which use infrared light to track the reflection of the eyes' movements. By analyzing eye movements, researchers gain insights into cognitive processes, visual perception, and user experience. This seminar thesis provides an overview of eye-tracking and how it has been applied across various marketing research contexts.

81. Evaluating Employee Online Reviews: Unveiling Validity and Biases for Meaningful Insights (*Chair Prof. Vomberg*)

In the era of digital connectivity, employee online reviews have emerged as a unique source of information for organizations. However, their validity and potential biases have not been thoroughly explored, setting the stage for this seminar paper's investigation. Drawing on a state-of-the-art literature review, this study will assess the general validity of online reviews and subsequently apply this understanding to examine the credibility of employee online reviews. By addressing these gaps, this research aims to enhance the reliability of employee feedback and provide critical insights for leveraging this valuable resource for organizational improvement.

82. Causal Inference in Marketing Research (*Chair Prof. Stahl*)

The seminar thesis will explore the fundamental concept of causal inference within the realm of marketing research. It will delve into methodologies and techniques used to establish cause-and-effect relationships between marketing strategies, consumer behavior, and business outcomes, emphasizing the role of causal inference methods in marketing research.

<https://www.slideshare.net/TAWEIHUANG/causal-inference-in-marketing>

83. Difference of evaluating a moderation versus mediation in Multi-Level Analysis (*Chair Prof. Kraus*)

In marketing research, it is essential to scrutinize the interplay between independent and dependent variables. Often, additional factors influence these relationships, which can significantly alter the dynamics. Distinguishing between moderation and mediation becomes crucial. While moderation adjusts the relationship between variables, mediation suggests a causal link. Both types of influence can shape the interdependencies among the core variables. It is vital to grasp these distinctions and validate them with your data for meaningful real-world insights. Your seminar thesis illustrates the disparities in data structure between moderation and mediation, using Multi-Level Data as a theoretical example.

XI. Marketing Analytics

84. Prediction of Panel Attrition (*Chair Prof. Kraus*)

In the context of reducing selection bias and total survey error it is essential to reduce panel dropouts in surveys. To perform outreach at the right moment to the right participant, it is important to estimate the probability of dropout throughout the cross-section of participants. You should summarize the work on the prediction of panel attrition based on the interdisciplinary literature.

85. Enhancing Sentiment Analysis for Social Media Data through Advanced Text Analysis Techniques (*Chair Prof. Stahl*)

Social media platforms have become a ubiquitous means for people to share their opinions, emotions, and experiences. The vast amount of textual data generated on these platforms presents a unique opportunity for sentiment analysis to understand public sentiment and attitudes. However, traditional sentiment analysis approaches often struggle to accurately capture the nuances and complexities of social media data due to its informal nature, varying context, and use of emojis, slang, and abbreviations. This thesis aims to explore and develop advanced text analysis techniques to enhance sentiment analysis for social media data, thereby providing more insightful and accurate sentiment insights.

86. Estimating Heterogeneous Treatment Effects for Marketing Research (*Chair Prof. Kraus*)

The estimation of heterogeneous treatment effects for (marketing) interventions is essential to develop sophisticated personalized strategies. You should discuss approaches to the estimation of heterogeneous treatment effects that were applied in marketing research. Further, you should give an overview of the newest state-of-the-art methods for their estimation in the context of Big Data and discuss whether these methods have already been or could be applied to marketing problems, e.g., causal forests or double machine learning algorithms.

87. Deciphering Personality: Leveraging Machine Learning to Analyze Big Five Traits in Social Media Data (*Chair Prof. Stahl*)

This topic examines the use of machine learning algorithms, such as neural networks and decision trees, to predict the Big Five personality traits (Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism) using social media data. This seminar thesis focuses on evaluating the effectiveness of different algorithms in accurately predicting these traits while also addressing the ethical implications of such predictive modeling in the context of social media.