

**Release of the Topics for the Bachelor Thesis at the Chair of Sales & Services
Marketing in Spring Semester 2018**

Dear students,

In line with your bachelor degree's curriculum, you will have the opportunity to state your preferences of bachelor topics offered this semester **from today until April 14, 2018, 12:00 noon**. For this purpose, please send your preferences **via e-mail** to the e-mail address indicated below. Furthermore, we ask you to send us a **short motivational letter** (not more than ½ page) for the **topic of your first preference**.

In total, you can choose between 16 topics. Each student will be assigned an own topic, which you will work on individually. The same topic will not be assigned to more than one student. The name of your advisor as well as your topic will be announced on **April 17, 2018, 12:00 noon**.

Your **working time period** will start on **April 17, 2018, 12:00 noon**, and will end on **June 12, 2018, 12:00 noon**.

Please state your preferences of the topics below as demonstrated in the following example, assuming Topic 1 is your first preference, followed by Topic 4, s.o.:

Topic preference: 1, 4, s.o.

Please keep in mind to state **every topic in the preferred order**, i.e. to state the order of all 16 topics. Students who did not indicate their (complete) order of preferences, will be matched with one of the remaining topics randomly.

If you have any questions, please contact Ms. **Sabrina Zieren, M. Sc.** (phone: 0621 181 2684; e-mail: szieren@bwl.uni-mannheim.de).

The topics can generally be worked on in English as well as in German (if not stated otherwise).

Mannheim, March 1, 2018

Please find the topics on the
next page.



The following **topics** for the bachelor thesis will be offered in Spring Semester 2018 by the Chair of Sales & Services Marketing (Prof. Kraus):

No.	Topic
1	<ul style="list-style-type: none"> Craving, Hot-Cold Empathy Gaps, and Intertemporal Preferences
2	<ul style="list-style-type: none"> Memory Consumption Forecasting Errors and the Theory of Hot-Cold Empathy Gaps
3	<ul style="list-style-type: none"> The Psychological Value of "1 Second Everyday"
4	<ul style="list-style-type: none"> On the Hidden Pleasure of Photography Curation
5	<ul style="list-style-type: none"> The Replication Crisis in Social Psychology: What Modern Psychologists Should Learn from it
6	<ul style="list-style-type: none"> How does purchasing device affect the value of spending?
7	<ul style="list-style-type: none"> Search engine marketing in mobile environment
8	<ul style="list-style-type: none"> Sales channel loyalty in customer purchasing journey
9	<ul style="list-style-type: none"> How does purchasing term trigger psychological ownership and endowment?
10	<ul style="list-style-type: none"> Hardware and software effect in customer electronic device purchasing journey
11	<ul style="list-style-type: none"> Do small packages of hedonic products really reduce consumption?
12	<ul style="list-style-type: none"> Product's size-to-status relationship in driving consumer choice
13	<ul style="list-style-type: none"> Spending behaviors of tightwads and spendthrifts: A literature review.
14	<ul style="list-style-type: none"> A review on methodological issues of laboratory experiment in marketing research
15	<ul style="list-style-type: none"> On the Psychology of Gift-Giving Versus Gift-Receiving
16	<ul style="list-style-type: none"> The Value of Direct Versus Conceptual Replication in the Domain of Psychology: A Comparison
17	<ul style="list-style-type: none"> How Does New Product Preannouncement Content Affect Customer Choice and Cannibalism?