

**Release of the Topics for the Bachelor Thesis at the Chair of Sales & Services
Marketing in Spring Semester 2019**

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 5, 2019, 12:00 noon**. For this purpose, please send your preferences **via e-mail** to the e-mail address indicated below.

In total, you can choose among 22 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 9, 2019, 12:00 noon**.

Your **working time period** will start on **April 9, 2019, 12:00 noon**, and will end on **June 4, 2019, 12:00 noon**.

Please state your preferences of **10 topics from the table 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.

If you have any questions, please contact Ms. **Mengmeng Niu, M. Sc.** (phone: 0621 181 2683; e-mail: mengmeng.niu@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, 2019

Please find the topics on the
next page.

The following **topics** for the bachelor thesis will be offered in Spring Semester 2019 by the Chair of Sales & Services Marketing (Prof. Kraus):

No.	Topic
1	How consumers can improve creative problem solving
2	Consumer skill acquisition: A literature review
3	Framing effects in decision making: A literature review
4	Consumers' inferences about competence and status
5	The Replication Crisis in Social Psychology: What Modern Psychologists Should Learn from it
6	Ad-blockers: How they treat the publishers and the ways to avoid them (English only)
7	In-store advertisement in physical and online stores: A literature review (English only)
8	How does online offer placement affect customer purchasing decision? (English only)
9	Advertisement in mobile games (English only)
10	New touch points with the customers in a mobile world: Image, voice, and smart devices (English only)
11	When and why are others better than me? A literature review on worse-than-average effect (English only)
12	On the differences between the actor and the observer of a behavior (English only)
13	Self-enhancing vs. self-handicapping: A choice for my own good. (English only)
14	On the psychological effect of incidental similarity (English only)
15	On the Psychology of Gift-Giving Versus Gift-Receiving
16	The Value of Direct Versus Conceptual Replication in the Domain of Psychology: A Comparison
17	Literature review in the marketing fundamentals: Prospect theory, time inconsistency, and the endowment effect (English only)
18	Antecedents and consequences of decisional conflict in shopping situations
19	eWOM: How do online product recommendations influence consumer behavior?
20	The impact of time pressure on impulse buying behavior
21	Antecedents of consumer confusion and its impact on consumer purchasing behavior
22	Too much information! How information overload influences consumer decision making