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

Dear students,

In line with your bachelor degree’s currciculum, you will have the opportunity to state your preferences of bachelor topics offered this semester **from today until February 5, 2018, 12:00 noon**. For this purpose, please state your preferences **via the preference sheet** below.

In total, you can choose between 6 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 **February 22, 2018**.

Your **working time period** will start on **February 22, 2018, 12:00 noon**, and will end on **April 19, 2018, 12:00 noon**.

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

Please find the topics on the next page.

Mannheim, January 22, 2018

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

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| **No.** | **Topic** |
| 1 | When good salespeople leave – a systematic overview of relevant replacement strategies. |
| 2 | The influence of digitalization on the organization of the B2B salesforce |
| 3 | Approaches to managing perceived purchase risk in complex customer acquisitions |
| 4 | From product to solution supplier – opportunities and risks |
| 5 | “Partnered Hybrid Offerings” – pros and Cons of partnerships between firms in B2B context |
| 6 | From transactional to relationship-oriented partnerships in B2B context – challenges and solution approaches |

**The topics 1-6 can be worked on in English or in German.**