

**Release of the Topics for the Bachelor Thesis in Economic and Business
Education at the Chair of Sales & Services Marketing in Spring Semester 2022**

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 February 3 until February 17, 2022, 12:00 noon**. For this purpose, please state your preferences **via the preference sheet** to office-kraus@bwl.uni-mannheim.de.

Each student will be assigned one 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 28, 2022**.

Your **working time period** will start on **February 28, 2022, 12:00 noon**, and will end on **April 25, 2022, 12:00 noon**.

If you have any **questions**, please contact Mengmeng Niu, **M. Sc.** (e-mail: mengmeng.niu@bwl.uni-mannheim.de).

Mannheim, January 28, 2022

Please find the topics on the next
page.

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 2022:

Nr.	Thema
1	Marketing in the World of Blockchain and Cryptocurrencies
2	Fake Label and Misinformation (English only)
3	Behavioral Economics – theories and applications (English only)
4	A Literature Review on the Application of Psychological Closure in Consumer Behavior (English only)
5	The Rise of the Retail Investor: Implications for Marketing Strategy
6	Direct sales model in the automotive industry (English Only)
7	Debiasing and Nudging Strategies for (Sustainable) Decision Making
8	Marketing Placebo Effect – A Literature Review (English only)