

**Release of the Topics for the Bachelor Thesis 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 today until April 6, 2022, 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 15 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 7, 2022, 12:00 noon**.

Your **working time period** will start on **April 7, 2022, 12:00 noon**, and will end on **June 2, 2022, 12:00 noon (including extensions)**.

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.** (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 25, 2022

Please find the topics on the  
next page.



The following **topics** for the bachelor thesis will be offered in Spring Semester 2022 by the Chair of Sales & Services Marketing (Prof. Kraus):

No.	Topic
1	How could I impress you? A literature review on gift giving. (English only)
2	Improving Consumer Decision Making with Behavioral Economics
3	Retail of the Future in the automotive industry How do we motivate dealers to become agents? (English only)
4	What work for me may not work for you. A literature review on self-other differences. (English only)
5	Nudging - default set (English only)
6	Nudging for Future: How to achieve Sustainable Consumption using Nudging Strategies
7	The importance of matching in consumer behavior. (English only)
8	Nudging - confidence heuristics (English only)
9	Marketing in the Universe of Blockchain and Cryptocurrencies
10	Loyalty reward program: How does it impact consumers' purchasing decision? (English only)
11	Investors as Customers: The Intersection of Consumer and Financial Markets
12	Tailored to the Customer: Personalized Communication Strategies in Marketing
13	Give me the information I want: The information discrepancy between advice giver and receiver (English only)
14	Nudging - prospect theory (English only)