

Release of the Topics for the Bachelor Thesis Spring Semester 2023

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 16 until February 23, 2023, 12:00 noon**. For this purpose, please state your preferences **via the preference form** (page 3) to mengmeng.niu@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 **March 1, 2023**.

Your **working time period** will start on **March 1, 2023, 12:00 noon**, and will end on **April 26, 2023, 12:00 noon**.

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

Mannheim, February 13, 2023

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 2023:

| Nr. | Thema |
|-----|--|
| 1 | What makes a good blockchain marketing brochure (crypto whitepaper)? |
| 2 | Self-other Differences in Donation Behavior Based on the Valence of an Event (English only) |
| 3 | Processes around Online Reviews – a Literature Review |
| 4 | Motivating Consumers to Share Their Opinion: Online Review Solicitation |
| 5 | What are implications and drivers of survey panel nonresponse? |
| 6 | Literature Review on Option Framing (English only) |
| 7 | Effects of Physical Proximity of Salesforce to Headquarters on Purchase Decisions (English only) |

Topic Preferences for Bachelor Thesis

First Name, Surname

University Email

Student ID No.

Avg. Grade

| Priority | Title of the Topic | No. of the Topic |
|----------|--------------------|------------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |