

**Release of the Topics for the Bachelor Thesis at the Chair of Sales & Services  
Marketing in 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 April 18 until April 19, 2023, 17:00**. For this purpose, please send your preferences in the priority form 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 20, 2023, 12:00 noon**.

Your **working time period** will start on **April 20, 2023, 12:00 noon**, and will end on **June 15, 2023, 12:00 noon (including extensions)**.

Please state your preferences of **all 15 topics from the table below**.

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

**The topics can generally be worked on in English as well as in German (if not stated otherwise).**

Mannheim, April 1, 2023

Please find the topics on the  
next page.



The following **topics** for the bachelor thesis will be offered in Spring Semester 2023 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	Exploring the Drivers of Sharing Positive vs. Negative Word-of-Mouth
3	The Marketing-Finance Interface: Driving Financial Value with Marketing
4	What work for me may not work for you. A literature review on self-other differences. (English only)
5	Selecting vs. Rejecting –How Decision Framing Impacts Consumer Choice
6	It's in the Text: The Impact of Crypto Whitepapers on the Outcomes of Blockchain Projects
7	The importance of matching in consumer behavior. (English only)
8	Are Online Reviews Biased? An Examination of Potential Biases in Online Reviews
9	Beyond Bitcoin: What Drives the Adoption of Blockchain Projects and Cryptocurrencies?
10	Everything is about location: A literature review on city of origin effect? (English only)
11	Beyond the Stars: Understanding Online Product Ratings
12	The Emergence of NFTs: A Summary of NFT Marketing Concepts
13	Give me the information I want: The information discrepancy between advice giver and receiver (English only)
14	Bridging the Gap between Marketing and Finance using Text Analysis
15	Do Online Reviews Matter? – The Impact of Online Reviews on Customers and Firms