

**Release of the Topics for the Bachelor Thesis at the Chair of Sales & Services
Marketing in Spring Semester 2024**

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 08 until April 11, 2024, 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 15, 2024, 12:00 noon**.

Your **working time period** will start on **April 15, 2024, 12:00 noon**, and will end on **June 17, 2024, 12:00 noon (including extensions)**.

Please state your preferences of **all 17 topics from the table below**.

If you have any questions, please contact Ms. **Giuliana Francesca Manganaro, M. A.** (e-mail: Giuliana.francesca.manganaro@students.uni-mannheim.de).

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

Mannheim, April 8, 2024

Please find the topics on the
next page.



The following **topics** for the bachelor thesis will be offered in Spring Semester 2024 by the Chair of Sales & Services Marketing (Prof. Kraus):

No.	Topic
1	Stereotyping organizational' social attempts: Which effect does the organizational role in society has on their need to contribute to society?
2	Role Appearance in Personal Branding: Effects and Implications
3	The role of Influencer on marketing the organization's "Purpose"?
4	Strategic Hiring: Influencer versus Employee – Maximizing <i>organizational Purpose</i> in Marketing
5	Utilizing Topic Dictionaries in Natural Language Processing for Exploring Sustainable Initiatives within Organizations
6	The Experience of Being a Minority in Online Contexts
7	Shaping Online Feedback: Exploring the Impact of Online Review System Design
8	Corporate Sociopolitical Activism - A Literature Review
9	Examining Corporate Social Responsibility and Corporate Sociopolitical Activism - an Overview of Research Approaches and Methods
10	Electronic Word-Of-Mouth: How User Profile Information Affects Our Perceptions
11	Leveraging Eye-tracking Technology for Marketing Research: A Literature Review
12	Change Management and Status Quo Bias: in which mechanism does change management decrease the status quo bias? (English only)
13	Analysis of means - Time Series Analysis of Status Quo bias and training (English only)
14	Customer advantages of the Direct Sales Model in the Automotive Industry (English only)
15	Text Analysis: Lawsuit of Dealers in Australia – why are dealers against the agency model? (English only)
16	Biases in the transformation Phase (English only)
17	Customer Advantage of the direct sales model in the automotive industry (English only)