

Release of the Topics for the Bachelor Thesis 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 **until March 08, 2024, 23:59**. For this purpose, please state your preferences **via the preference form** (page 3) and send it to Giuliana.francesca.manganaro@students.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 9, 2024**.

Your **working time period** will start on **March 9, 2024, 12:00 noon** and will end on **May 13, 2023, 12:00 noon**.

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

Mannheim, March 04, 2024

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 2024:

Nr.	Thema
1	How Survey Design Shapes Online Feedback
2	The Impact of User Profile Information on the Perception of Users in Online Contexts
3	Marketing meets Survey Research: An Overview of recent Trends
4	Crypto Marketing: Current Developments in Blockchain and Marketing
5	Employee Training: Best Practice for Consulting organizations
6	Nudging Contribution: How can organizations teach employees their “Purpose”?

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		