Current Topics for Bachelor Theses at the Department of Sales & Services Marketing

Advisor: Ann-Kathrin Polenz, M. Sc.

Topic	**Eye-tracking in Marketing Research: A Literature Review**
Abstract	This thesis provides an in-depth review of how eye-tracking technology has been applied in marketing research to gain insights into consumer attention, perception, and behavior. It will examine the methodologies used in eye-tracking studies, such as gaze patterns and fixation points, to understand how consumers interact with advertisements, websites, and product displays.
Topic	**Electronic Word-Of-Mouth: How User Profile Information Affects Our Perceptions**
Abstract	This thesis investigates how the information provided in user profiles (such as age, photo, location, or interests) influences the credibility and persuasiveness of electronic word-of-mouth (eWOM) in online settings.
Topic	**The Experience of Being a Minority Online**
Abstract	In many contexts, minorities still face discrimination (workplace and hiring processes, sharing economy, etc.). This thesis explores what it is like to be a minority in digital spaces. That is, how are minorities and content shared by them perceived, and how do they express themselves.
Topic	**Exploring the Impact of Online Review System Design**
Abstract	This bachelor thesis explores how the design and functionality of online review platforms (such as rating systems, review questions, or templates) influence the content being shared, and therefore later, consumer decision-making.

Topic	**Selection Processes in User-Generated Content (UGC) and Online Reviews**
Abstract	This thesis summarizes the literature on the factors that influence which consumers choose to share their opinions in the form of UGC or online reviews. It examines how online content and opinions can be biased by various self-selection mechanisms.

Advisor: Giuliana Francesca Manganaro, M.A.

Topic	**Commanding Words: How Language Reflects Power Dynamics**
Abstract	Within this bachelor thesis, you investigate the role of language in expressing the power motive. By conducting a literature review, the study focuses on identifying key vocabulary that conveys dominance, authority, and control in brand communication, advertisements, and stakeholder interactions. The thesis aims to develop boundary criteria for which organization should use which words when strategically positioning as a powerful organization.
Topic	**Words That Connect: A Study of Affiliation Language**
Abstract	Within this bachelor thesis, you will explore how affiliation-oriented language is employed in marketing to foster connection, loyalty, and community among consumers. The research identifies linguistic markers of the affiliation motive through a comprehensive review of existing literature. The study examines how language emphasizing togetherness, collaboration, and harmony influences stakeholder behavior and builds strong emotional ties with brands. You provide insights into the strategic role of affiliation-driven language in creating meaningful and lasting stakeholder relationships.
Topic	**Winning Words: The Vocabulary of Achievement**
Abstract	In this bachelor thesis, you will examine how language reflecting the achievement motive is utilized in marketing to inspire and motivate stakeholders. Your research identifies key terms highlighting success, ambition, and goal attainment in marketing messages. The study explores how achievement-oriented language resonates with target audiences. You aim to offer a framework for understanding how brands leverage the language of achievement to position themselves as catalysts for success.

Topic	**Cultural Dimensions and Brand Identity: Aligning Hofstede's Framework with Branding Strategies**
Abstract	Within this bachelor thesis, you explore how Hofstede's cultural dimensions align with various brand identities. Through a comprehensive literature review, this research aims to identify theoretical connections between cultural traits—such as individualism, power distance, or uncertainty avoidance—and brand characteristics like innovation, trust, or sophistication. This topic is ideal for students interested in cultural psychology, marketing strategy, and the role of culture in shaping brand perception.
Topic	**Shaping Purpose: How CEO Characteristics Influence Organizational Perception**
Abstract	Within this bachelor thesis, you investigate how specific characteristics of a CEO shape the perception of organizational purpose. By conducting a comprehensive literature review, the research aims to identify the traits and behaviors most strongly associated with enhancing public and internal perceptions of an organization's purpose. This topic is ideal for students interested in leadership, organizational strategy, and branding through a CEO's image.

Advisor: Vladislav Kucher, M. Sc.

Topic	**Tailored Insights: Unlocking Marketing Potential with Recommender Systems**
Abstract	Recommender systems are a category of algorithms designed to provide personalized suggestions for content and products to consumers based on their preferences, behavior, and interactions. In this thesis, we will delve into the principles behind these algorithms, explore their different subtypes, such as collaborative filtering, content-based filtering, and hybrid approaches, and analyze their applications and impact within the marketing field.
Topic	**Mapping Connections: Unleashing the Power of Graph Analytics in Modern Marketing**
Abstract	Graph theory, a branch of mathematics, focuses on the study of networks and their interconnections, providing a framework for analyzing relationships and structures. In the marketing domain, these networks often represent interactions between groups of consumers, store chains, or even patterns of product purchases. By leveraging graph theory, marketers can uncover insights into customer behavior, identify influential nodes within a network, and understand the dynamics of relationships within a market. This project will dive into the application of graph analytics, exploring how these techniques can reveal valuable patterns and drive informed decision-making.
Topic	**Unveiling Patterns: Advanced Clustering Techniques for Data-Driven Marketing**
Abstract	Customer segmentation is a widely used approach in marketing research. Today's marketing analysts have access to advanced clustering models, which serve as effective tools for understanding consumers, categorizing them into distinct types, and identifying the characteristics of each group. This thesis will center on the practice of clustering and the advantages it offers.

Topic	**Branching Out: Optimizing Marketing with Tree-Based Ensemble Models**
Abstract	Tree-based modeling is a convenient and widely used approach in data analytics. It has several advantages over other algorithms, such as being less sensitive to differences in feature scales, effectively handling unstandardized data, and naturally capturing non-linear relationships between variables. This dissertation will delve into tree-based modeling in marketing domain.
Topic	**Demystifying Black Box Models: Explainable AI and Causality in Action**
Abstract	In recent years, machine learning models have advanced significantly and gained widespread popularity in marketing analytics. However, as these models have grown in complexity alongside the increasing volume of data, progress in explaining AI outputs and inferring causality has lagged behind. This study explores this critical issue, aiming to close the gap between sophisticated machine learning methods and their interpretability, with a focus on explainable AI and causal inference.