

Topics Bachelor Thesis – FSS 2024

- Virtual and Augmented Reality Transformations in Marketing
- Advertising in Video Games
- Towards A Sustainable Freemium Business Model
- Marketing in the Gaming Sector
- The Rational Addiction Framework - How Consumers Get Addicted to Product Consumption
- State of the Art Neural Network Architecture Development for Predicting Online Product Ratings
- Electric Vehicle Recall Analysis Using Machine Learning (LLMs)
- Customer Loyalty In High-Dynamics Markets: Electric Vehicle Loyalty and Customer Switching Patterns
- #trending - Interactions between marketing and society
- Gendered Minds, Threatened Performance: Investigating Stereotype Threat Effects
- Clicks And Stereotypes - An Investigation Into How Social Media Reinforces Stereotypes
- Authenticity in Online Communications
- Influencer Marketing and Authenticity
- Exploring Gender Variations in Performance
- Digital Shadows: Unpacking the Landscape of Online Abuse Against Women on Social Media