Topics Bachelor Thesis – FSS 2025

- How Will Generative AI Affect Social Media and Content Creation?
- Employees' Online Reactions to Corporate Scandals - Defensive, Neutral, or Accusatory?
- Generative Engine Optimization - How Can Firms Become Visible in ChatGPT, Gemini and co.?
- AI-Enhanced Marketing Analytics: Integrating LLMs for Data-Driven Decisions
- Data Fusion with AI: Combining Structured and Unstructured Data for Marketing Insights
- Generative AI in Advertising
- Diverse Cultures, Unified Goals: How Team Cultures Within Organizations Influence Innovation and Performance
- Marketing as the Driving Force of Innovation: Unveiling the Key Determinants
- Innovation Adoption and Disrupting Markets: Do Renowned Frameworks Still Apply?
- Consistency and Credibility in Employer Branding
- AI-Powered Employer Branding: The Role of Automated Communication in Shaping Employer Perception
- Ethics of AI in Recruitment: Bias, Fariness and Transparency
- The Effect of Chatbots and Avatar Marketing on Customer Metrics: An Analysis of Existing Research
- The Impact of Virtual vs. Human Influencers on Customer Experience in the Context of Hedonic and Utilitarian Benefits
- From User-Generated to AI-Summarized: Transforming Online Review Dynamics
- Lone Wolves vs. Pack Players: Gender Bias in Individual and Team Performance Assessments
- High Stakes, Higher Bias? Gendered Performance Evaluations
- The Weight of Expectation: How Gender Stereotypes Shape Performance Perception in Teams and Individuals
- Unbiased Insights: The Role of Salient Information in Reducing Gender Bias in Evaluations
- Gender Bias in Performance Evaluations
- Value-Based Sponsoring: Driving Organizational Change for Sustainable Impact