Themen für die Bachelor-Thesis – Wintersemester 2022/23

ALLGEMEINES

• Im Folgenden finden Sie eine Themen-Übersicht, aus der Sie die von Ihnen präferierten Themen für Ihre Bachelor-Thesis auswählen können.
• Bitte wählen Sie mindestens vier Themen aus und priorisieren Sie diese in FLIP (→ Angabe von Themenummer und Titel) in Ihrem Lebenslauf zusammen mit den üblichen Angaben.
• Wir bemühen uns, Ihre Priorisierungen soweit wie möglich zu berücksichtigen.
• Studierende, die unsere Forschungsgruppe als Priorität 1 angegeben haben, werden bei der Themenvorgabe bevorzugt berücksichtigt.
• Eine konkrete Ausgestaltung des Themas wird in den Einzelgesprächen mit Ihrer Betreuerin/Ihrem Betreuer besprochen.
• Die Arbeiten können auf Deutsch oder Englisch verfasst werden – unabhängig von der unten genannten Sprache der Themenausschreibung.
• Die Themen sind untergliedert in solche, die eher
  a) praxisbezogen
  b) theoriebezogen
  c) sowohl praxis- als auch theoriebezogen sind

Themen für die Bachelor-Thesis

a) Topics with a focus on business practice

(1) Non-Fungible Tokens and their Importance for Marketing - A Best Practice Analysis

NFTs can be used to represent digital files such as art, audio and video. They are so diverse that they can also be used for other forms of creative work such as virtual real estate, virtual worlds, fashion and more. Thanks to the global interest they have generated, NFTs have opened new ways of brand storytelling and consumer interaction, creating unique brand experiences and increasing brand awareness, for example. The aim of this paper is to examine the significance of NFTs for marketing and to provide recommendations for practical implementation.

(2) Social Media Strategies for Mid-Sized Companies – A Practical Analysis for Financial Institutes

Social Media activities are not only relevant for large, well-known corporations, but also for mid-sized firms, and especially those active in a service setting, such as financial institutions. This thesis explores the specific characteristics of mid-sized firms with a focus on financial institutions, screens relevant real-life examples, and develops a hands-on social-media-channel approach based on own ideas and suggestions.
b) **Topics with a focus on theory**

(3) **Artificial Intelligence for Recommender Systems**

A recommendation system is a software system that aims to make a prediction that quantifies how strong a user’s interest in an object is, in order to recommend to the user exactly those objects from the set of all available objects that the user is most likely to be interested in. Typical objects of a recommendation service are, for example, products of a web store, pieces of music or artists or movies. A recommendation service is thus intended to help cope with information overload by recommending a subset to the user from a confusing set of objects. There are now many different technical solutions and approaches for recommendation systems. Existing methods could be improved by the use of artificial intelligence or even completely new methods for the recommendation process based on an AI were developed. The goal of this thesis is to give an overview of state-of-the-art applications of AI in the area of recommendation systems and to present the different technological approaches in combination with potential application scenarios as well as advantages and disadvantages with the help of a systematic literature research.

(4) **AI-based Chatbots: Usage Scenarios for Chatbots**

A chatbot is an application that uses artificial intelligence to converse with humans in natural language. Users can ask questions, to which the system responds in natural language. It can support text input, audio input, or both. Chatbots are now frequently used by companies in practice and are intended to offer customers direct added value. The most common use scenario is in the area of customer support. Are there other possible uses for this technology? The goal of this thesis is to provide an overview of the current and future potentials, but also the risks, of this technology with the help of a systematic literature review.

c) **Topics with a focus on theory and practice**

(5) **Sustainability Labels - Overview and Effects**

The demand for environmentally friendly and sustainable products is constantly increasing. However, it is not always clear to what extent the products are actually produced and distributed sustainably. Labels, such as organic or fair-trade labels, have an important influence on the decision-making behavior of consumers. However, these bring new challenges as consumers have problems in understanding these labels due to their large number. The bachelor thesis examines the literature of the last years to identify success factors of sustainability labels. How are different labels perceived and what influence do they have on decision-making behavior? If desired, a small field experiment could also be conducted here.

(6) **Recalling Influencer Marketing Promotions**

Despite its popularity, the effectiveness of social media influencer marketing remains unclear. Particularly contexts where the same influencer promotes multiple brands at the same time or within a short timespan have not yet been studied extensively by researchers. Hence, the goal of this thesis is to investigate ad recall in an social media influencer marketing context with a focus on
the design of different ads (media and text used), the account publishing the ad and external factors such as other promotions etc.

(7) Influencer Marketing in Non-Commercial Settings
Social Media Influencers can reach millions of users with their posts on Instagram, Facebook, TikTok or YouTube and often collaborate with companies to promote products or services. However, influencers also increasingly engage in non-commercial activities (e.g. participating in campaigns against hate online). The goal of this thesis is to investigate how consumers react to such activities and if differences exist between different types of influencers (Instagram vs. YouTube, small accounts vs big accounts etc.).

(8) Using the Story Feature on Social Media – Do We Really Tell Stories?
Stories on social media refer to short videos that usually disappear after one day. On Instagram, stories can additionally be presented and publicly archived within “story highlights”. The goal of this study is to investigate the potential of the story feature on social media and how it is currently used by companies and influencers (e.g. to tell a story, swipe up links etc.).

(9) Online Marketing Tools – A benchmark analysis
Professional online marketing activities are always supported by software. Examples of such tools include Google Analytics and Matomo to analyse website data or Sistrix and SEMrush to analyse SEO data. The goal of this thesis is to benchmark popular tools with regards to their features and pricing models.

(10) Dark patterns – Are we being manipulated daily?
Why is it sometimes harder to log out than to log in? What is the idea behind the wording in cookie acceptance popups? Where does this additional item in my basket come from? Those are only some of the possible questions that relate to so called “dark patterns” found in websites, webshops and digital platforms. These patterns refer to specific designs that can indirectly affect the way we use a page and therefore influence our behavior as consumers. The goal of this thesis is to summarize research on this topic and to compare different websites regarding these patterns.