



## Topics for the Bachelor seminar – summer term 2023

### General information

- Below you will find an **overview of topics** from which you can select your preferred topics for your Bachelor seminar.
- Students who have indicated our research group as priority 1 will be given preference in the allocation of topics.
- **The specific design of the topic will be discussed in the individual meetings with your supervisor.**
- The papers should preferably be written in English - writing in German is also possible.

### Topics for the Bachelor seminar

#### 1. Digital Twins – A systematic literature review

A digital twin is a digital representation of an intended or actual real-world physical product, system, or process (a physical twin) that serves as the effectively indistinguishable digital counterpart of it for practical purposes, such as simulation, integration, testing, monitoring, and maintenance. The goal of this seminar paper is to use a structured literature analysis to identify, describe and present different use cases and scenarios along with chances and risks for digital twins.

#### 2. Conversational AI – A systematic literature review

Conversational AI includes any technology that allows users to communicate via voice or key input, whereupon they then receive a response. The best-known manifestation of conversational ai is the chatbot. But there are also several other types of conversational AI. The goal of this seminar paper is to identify different types of conversational AI (Voice-based, text-based etc.) as well as potential usage scenarios for these different types.

#### 3. Privacy Paradox – A systematic literature review

The Privacy Paradox is the observation that people share personal information while being very concerned about their privacy. In most cases, this involves sharing information on the Internet, for example on social networking sites, when shopping online, or when using smartphones or devices from the Internet of Things. The aim of this seminar paper is to evaluate the effect of the Privacy Paradox with the help of a structured literature review and to identify relevant studies in this context.



#### **4. Viral marketing - A State-of-the-Art Review**

The growing popularity of social networks has given word-of-mouth marketing a new importance. The proliferation of digital technologies has enabled consumers to share their consumption-related opinions online, creating electronic WOM (eWOM). Because of this, viral marketing has become one of the trends for marketers to promote their products worldwide. Successful eWOM can be a decisive factor for the market success of companies. The aim of this paper is to identify the success factors for viral marketing with the help of a structured literature review. A special focus will be on how medium-sized companies can also use viral marketing to gain increased awareness.

#### **5. Greenwashing: The Dangers of Dishonest Sustainability Communication**

Greenwashing refers to communication methods that aim to give a company an environmentally friendly image in the public eye without there being sufficient basis for doing so. If greenwashing is uncovered at a company, it can result in serious scandals. In addition to the obvious dangers for the company in question, there is the risk of spillover effects on the entire industry or even sustainability initiatives in general. The aim of this paper is to find out to what extent greenwashing scandals of individual companies foster consumer mistrust and skepticism about other sustainability communications. The foundation for this is a structured literature analysis.

#### **6. Nudging as an Instrument to Promote Sustainable Consumer Behavior**

Sustainable behavior means using resources in such a way that both current needs and the needs of future generations can be met. To stimulate sustainable behavior, consumers can be influenced by nudges (e.g. defaults or social norms). In this paper, it will be analyzed to what extent nudges can help to induce people to make sustainable consumption decisions. For example, different areas of private consumption that cause high emissions (food, mobility, etc.) can be examined. Eventually, the aim is to find out which types of "green nudges" exist and how they can best be used in certain areas to promote sustainable behavior.

#### **7. Successful Social Media Content – How to Generate Likes, Shares and Comments?**

Millions of people upload content to platforms like Instagram, Facebook, Twitch and TikTok on a daily basis. Some of these do not receive many reactions in terms of likes and comments while others go viral. Improving our understanding on why some of these posts on social media are more successful than others is the topic of this seminar paper. To achieve this, a literature review will be conducted to summarize the current body of knowledge about the creation of social media content (e.g., content characteristics, platform type, account characteristics etc.).

#### **8. Theories in Marketing Research – A Systematic Review**

This systematic literature review aims at identifying the most pertinent theories used in marketing research as well as the contexts in which these theories have been applied so far. Exemplary theories include media richness theory or social exchange theory. The research group/research assistant will provide guidance with regard to the selection of relevant theories.



## **9. Qualitative Research in Marketing**

The goal of this topic is to summarize research using qualitative methods (e.g., interviews) instead of quantitative approaches. The topic is therefore not restricted to a single thematic subdimension and may cover studies dealing with social media, e-commerce, and other areas.

## **10. Website Quality Frameworks**

Several website quality frameworks exist in the scientific literature. However, these frameworks differ regarding the quality dimensions considered and terminology/definitions used. The goal of this thesis is to integrate the existing approaches into an overarching website quality framework. Initial guidance on existing frameworks will be provided by the research group.

## **11. Social Influence in Marketing – A Systematic Review**

How far do marketers go to persuade consumers? What strategies influence consumers the most and how can consumers protect themselves from being manipulated? The goal of this systematic review is to identify and structure scientific studies dealing with social influence in marketing. Of particular interest is to provide an overview of social influence tactics used and the contexts in which they have been investigated. Students interested in the psychological aspects of marketing are particularly well-suited for this topic.

## **12. Influencer Marketing – A Systematic Review**

Influencer Marketing is one of the most important marketing trends worldwide and describes commercial collaborations between companies and social media influencers (SMI). These SMI operate on social networks like Instagram, Twitch, TikTok etc. and reach a large audience through their posts. The field is very broad and comprises (among others) the beauty, fitness, and fashion industry as well as the event, travel, and gaming industry. This literature review aims at summarizing the current body of knowledge through a systematic literature review (e.g., summary of platforms considered, types of influencers studied, methods used, countries investigated etc.).

## **13. B2B Online-Marketing Trends - State of the Art literature review**

Online marketing is constantly evolving. New technologies, new social networks and new trends influence digital marketing. Also, companies that do not focus on end customers (but corporate customers) are affected by this change. The aim of this paper is to identify the most important online marketing trends and to provide an exemplary overview.

## **14. Marketing Automation - State of the art literature review**

Automation is an omnipresent trend that does not stop at the sub-discipline of marketing. "Marketing automation" describes the software-supported automation of marketing and sales processes. The aim of this paper is to research and present the current status of this topic.



## **15. Big Data in Marketing - State of the art literature review**

"In god we trust. All others must bring data!" (W. E. Deming). Data is becoming increasingly important in our lives. It enables us to understand the background and make better decisions. At the same time, however, they are also a challenge, especially in large quantities. The present topic is therefore intended to deal with the current state of "Big Data" in marketing and to show application potentials.