



Topics for the Master seminar– summer term 2023

General information

- Below you will find an **overview of topics** from which you can select your preferred topics for your Master seminar.
- Please select at least four topics and prioritize them (→ indicate topic number and title) in your CV together with the usual information.
- We will do our best to consider your prioritizations as much as possible.
- 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 Master seminar

1. Optimization of Donation Marketing – A Systematic Literature Review

Raising donations is a major challenge for many nonprofit organizations. As charities compete for donations, they use marketing tools to convince people to donate to their organization. This paper refers to all the tools and techniques that can be used to increase donations. What makes people donate money (or time)? Which (character) traits influence whether someone donates or not?

2. Health Marketing in a Social Marketing Context - A Systematic Literature Review

Health marketing is a multifaceted field. To address problems such as smoking, overeating, and other diseases, social marketers can take action to encourage health-related behaviors. This research provides valuable insights for effectively designing the social marketing mix by analyzing how external and internal incentives change consumer behavior. The goal of this thesis is to analyze these influences on consumer behavior. From this, implications are to be developed on how social marketing can contribute to the fight against health problems.

3. Is it all about the price? - An analysis of factors influencing the attention-behavior gap

Although many consumers have positive attitudes toward sustainable products, they often do not behave sustainably. While existing research has shown that price is a barrier to sustainable consumption, there is also a growing amount of research showing that other product attributes can also play a role. The goal of this paper is to summarize the existing literature on the influence of price



on sustainable consumption. In addition, the paper will investigate which other factors are responsible for the attention-behavior gap. Finally, implications will be elaborated on how this gap can be reduced.

4. Scientific articles from a bird's eye view (1) – Bibliographic analysis as a research method

An alternative to traditional systematic literature reviews are so called “bibliographic/bibliometric analyses” which focus primarily on the metadata of studies. Exemplary data points in this regard include the publication year, author, keywords used, journal, citations or the author's affiliation. The goal of this topic is to summarize several bibliographic analyses and to provide an overview of the different approaches, tools and methods used.

5. Scientific articles from a bird's eye view (2) – Meta analysis as a research method

Another approach to study scientific articles (besides traditional systematic literature reviews and bibliographic analyses) are so called “meta analyses”. Such studies integrate the results of many individual studies and try to identify the overarching results, effects, boundary conditions and variables. The goal of this topic is to summarize several meta analyses and to provide an overview of the different approaches, tools and methods used.

6. How do giveaways and lotteries influence consumer behavior? A systematic review

Consumers participate in lotteries and giveaways because of potential rewards and less because liking posts on social media, buying a ticket or filling out forms is inherently enjoyable. However, it remains unclear how different types of consumers react to such giveaways or lotteries, the participation requirements (e.g. liking a post or paying a fee) and the prizes offered. The goal of this seminar topic is therefore to identify and structure studies dealing with such “luck-driven” scenarios (e.g. lotteries, giveaways on social media etc.) and to depict their marketing potential.

7. Influencer Marketing – A Review on Social Media Influencers on Instagram, TikTok, Twitch and YouTube

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.).

8. Analysis of Social Media Data – Overview Of The Research Landscape

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 with regards to the creation social media content (e.g. content characteristics, platform type, account characteristics etc.).

9. Generating Trust and Sales Via Recommender Systems - A Systematic Review

Recommender agents (RAs) in e-commerce are software tools used to identify the preferences of individual online shoppers and use this information to recommend products or information to this user. Such RAs can be used in many different ways, for example to personalize and increase the trustworthiness of an e-commerce website. To gain a better understanding of how RAs can affect trust the aim of this study is to conduct a structured literature review to examine current ways and methods for using RAs in research to enhance trust.

10. Online reviews – A Systematic Review

Online Reviews are present on almost every e-commerce website and are a crucial element for the e-commerce chances of increasing their conversion rates. Assurance Mechanisms like online reviews can increase trust in e-commerce vendors and their products. The goal of this study is to conduct a structured literature review for the topic of online reviews in e-commerce and to investigate current applications in research.

11. Conversion Rate Optimization: Identification of factors that can influence the conversion rate – A systematic literature review

Conversion rate optimization (CRO) is the process of increasing the percentage of users or website visitors who take a desired action (such as purchasing a product or providing contact information). There are several factors that can influence the conversion rate. These factors are to be identified and evaluated with the help of a systematic literature research (e.g. structure of the web page, usability etc.).

12. Use Cases for Chatbots - A systematic literature review

Chatbots are now present in numerous different scenarios and use cases. Different approaches and types of chatbots exist. the most common area of application for chatbots is in the field of customer support but there are still a number of alternative use scenarios for this technology. The goal of this seminar paper is to use a structured literature analysis to identify, describe and present different use cases and scenarios for chatbots.

13. Chatbots: Chances and Risks of this technology – A systematic literature review

Chatbots are now present in numerous different scenarios and use cases. Different approaches and types of chatbots exist. The goal of this seminar paper is to use a structured literature analysis to identify, describe, and present the chances and risks of chatbots.



14. The future of (online) marketing - state of the art literature review

Over the decades, marketing has constantly evolved and changed significantly. It will continue to develop in the future - but how exactly? The task of the seminar paper is to answer this question. Various directions can be considered: Which technologies could play a role in the future? Which data are of particular relevance? Which channels should be preferred by future marketers?

15. The brand(s) inside!

Intel, Gore-Tex or Dolby-Surround - These three brands are familiar to most of us and yet are rarely bought directly. They are Ingredient Brands - brands inside other brands. A literature review will show the current state of research and summarize potentials as well as implications for research and practice.

16. Mobile commerce - state of the art review

Smartphones have undoubtedly changed our lives. Through innovation such as 5G and ever-improving components, their field of application is also growing. One example is mobile shopping. Just like regular online shopping, it will become more and more important in the coming years and decades. Therefore, this topic aims to gain an insight into the current state of research of mobile shopping, to map the relevant topics and to allow outlooks into the future of research and practice.