Themen für das Masterseminar– Wintersemester 22/23

Allgemeines

- Im Folgenden finden Sie eine Themen-Übersicht, aus der Sie die von Ihnen präferierten Themen für Ihr Masterseminar 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 Themenvergabe 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.

Themen für das Masterseminar

(1) The Determinants of Sustainable Consumer Behavior

Knowledge about environmentally friendly consumer behavior is important for environmental and economic reasons. The aim of this seminar paper is to investigate the determinants of sustainable consumer behavior. What are the influencing factors that lead to the purchase of sustainable products? Why do some consumers buy sustainable and others not? Which consumer characteristics are relevant? A structured literature review will be conducted for this study.

(2) 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?

(3) 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.
(4) **Website quality – Integrating aesthetics, information quality, usability and trust**

This seminar paper is about the quality (e-commerce) websites. The focus is on studies that investigate the different dimensions and functions of a website (i.e. the design aesthetics, usability, user experience etc.). For example, the usage of virtual and augmented reality components, elements that increase trust or offering livechats and chatbots or avatars are some of the topics that will be included in this literature review.

(5) **Making use of something that does not exist - Avatars, Digital Characters and Virtual Influencers**

This seminar paper deals with the current literature on digital/virtual characters. Hereby, many different types of such characters should be analysed. For example, previous research has investigated the role of digital characters in movies, games or as anthropomorphic avatars on a website. Furthermore, virtual influencers (such as LilMiquela) are becoming increasingly popular and collaborate with companies just like “real” influencers do. The goal of this paper is to integrate and compare these different research streams.

(6) **The marketing potential of giveaways and lotteries**

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) **“Balancing authenticity and revenue” – A systematic literature review on social media influencers**

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) **“Perfect posts on social media” – A systematic literature review**

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) The potentials of machine learning for e-commerce

Consumers generate large amounts of data when browsing the web. This data can be used by companies via machine learning techniques to make data driven decisions. The goal of this seminar topic is to identify and structure the literature on machine learning in an electronic commerce context. Exemplary areas of interest include the optimization of user experiences, personalization of offers and marketing activities within as well as outside of webshops.

(10) Conversion Rate Optimization: Identification of factors that can influence the conversion rate

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.). The aim of the work is therefore to give an overview of these factors and to work out how important an optimization of these factors can be for the web presence of a company.

(11) Personalization in Marketing – A systematic literature review

Personalized marketing, also known as one-to-one marketing or individual marketing, is a marketing strategy by which companies leverage data analysis and digital technology to deliver individualized messages and product offerings to current or prospective customers. Advancements in data collection methods, analytics, digital electronics, and digital economics, have enabled marketers to deploy more effective real-time and prolonged customer experience personalization tactics. The goal of this paper is to identify and present current trends in personalization (including through the use of AI algorithms) with the help of a systematic literature review.

(12) Chatbot Types – A systematic literature review

Chatbots are now present in numerous different scenarios and use cases. However, numerous different approaches and types of chatbots exist. For example, chatbots can be primarily task-oriented or take a more human approach in their combination. The goal of this seminar paper is to use a structured literature analysis to identify, describe, and present the different types and characteristics of chatbots.