



Topics for the Bachelor seminar – winter 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. 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.

2. Gamification in Marketing und E-Commerce

This study seeks to critically review the current state of gamification usage in E-Commerce. Through a comprehensive analysis of existing literature, this study aims to provide valuable insights into the effectiveness, trends, and potential of gamification strategies in enhancing user engagement and ultimately, driving sales in e-commerce. This research promises to offer a rich understanding of the evolving digital retail strategies, highlighting the potential of gamification in e-commerce.

3. 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.



4. Brand Collaborations: Synergies and Challenges in Co-branding

This seminar paper is dedicated to the topic of brand collaborations and co-branding. Brand collaborations enable companies to join forces with other brands or partners in order to develop joint products or services or to expand their brand image. Co-branding offers the partners involved the opportunity to benefit from the synergies and combined expertise of both brands. The aim of this thesis is to analyse the potentials, opportunities, and challenges of brand collaborations. Case studies of successful collaborations are examined to explore strategies, targeting and brand positioning. The results provide insights for companies seeking successful brand collaborations to strengthen their market position and reach new customer segments.

5. Personalization in marketing - State of the art literature review

This seminar paper is about personalization in marketing and aims to provide a comprehensive literature review. Personalization in marketing is an increasingly important approach to targeting customers individually and providing them with tailored experiences and offers. Relevant academic sources are consulted to provide a comprehensive overview of the opportunities and risks, as well as possibilities and challenges of personalization. Aspects such as personalized customer targeting, the use of customer data for segmentation and personalization, the role of technologies such as AI and automation, can be highlighted. 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 personalization.

6. Virtual Influencers - Revolution or simply old wine in new bottles?

Influencer Marketing is receiving an explosion of academic interest. Current research investigates the differences between nano, micro, macro and mega influencers operating on Youtube, Instagram, TikTok and other social media platforms. However, an important type of influencers, namely artificial influencers, has been underinvestigated so far. An example of this type of influencer is Lil Miquela with over 3 million followers on Instagram. We currently do not know if these artificial influencers are as effective as human influencers in promoting products and services. This is an interesting starting point for future research since these influencers increasingly cooperate with firms, too. The goal of this thesis is to conduct an overview of the literature on this topic.

7. 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.



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

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. 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.

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11. Color Usage in Marketing and E-Commerce

Color usage on websites is often heavily restricted to match the corporate identity of the company running the website. Moreover, colors can have special meanings in different cultures. For example, warm and cool colors are perceived differently in Germany and Taiwan. This raises the question if being more flexible in terms of color usage can provide benefits outweighing the negative consequences of not strictly following the corporate identity or cultural expectations. The goal of this thesis is to first analyse studies dealing with color usage in marketing and e-commerce.

Subsequently, a simple experiment to study consumer reactions toward a website or advertisement shown in different colors will be conducted. The website needed for the experiment will be provided to the student and no programming expertise is required.

12. 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.

13. Nudging or Dark Patterns? Where is the line between desired and undesired pushes?

Nudging is a strategy to change behaviour: people should be persuaded to choose a desired behaviour without coercion. Dark patterns are manipulative designs or processes that are intended to persuade users of a website or app to take an action. But where exactly is the line between nudges and dark patterns? Let's assume that an online shop tries to entice customers to choose the more expensive but more sustainable product by means of a pre-selection. Can we still speak of nudging here or is this already a dark pattern? The aim of this seminar paper is to compare the two areas of research in order to be able to define the line between nudging and dark patterns.

14. Same motives for different donations? Health donations and charitable donations in comparison

Both health marketing (e.g. to attract blood and organ donors) and donation marketing in the NPO/fundraising context are two important areas of research. The aim of this seminar paper is to compare these two research areas in order to find differences and similarities. Ultimately, a meta-analysis will be conducted on both research areas to find out if there are differences in motives and underlying mechanisms whether blood/organs or money/time are donated.