Topics for the Master seminar – summer term 2024

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 chair 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. Unveiling Ethical Dilemmas: Nudges in Digital Marketing and E-commerce

   This seminar paper critically examines the ethical dimensions surrounding the application of nudges in digital marketing and e-commerce landscapes. It investigates the potential ethical issues and dilemmas that arise when leveraging nudges to influence consumer behavior online. Through an ethical framework analysis, the research aims to identify and dissect the ethical considerations related to the implementation of nudges in these domains. It delves into questions regarding autonomy, transparency, and the manipulation of consumer choices, shedding light on the boundaries and responsibilities of marketers when utilizing nudges.

2. Strategic use of social media in non-profit organizations: A comprehensive analysis

   This seminar paper conducts a comprehensive analysis of the social media strategies used by non-profit organizations. Based on a comprehensive literature review from the fields of marketing and communications, the paper will analyze the diverse use of social media in the non-profit sector. It will examine how these organizations strategically use social media platforms and influencers to raise awareness, engage stakeholders, mobilize support, and advance their missions. By analyzing relevant studies, this study seeks to uncover key factors that contribute to effective social media strategies for nonprofits. The insights gained from this study can serve as valuable guidance for nonprofit organizations looking to optimize their social media presence and increase their impact in the digital landscape.

3. Theories in Digital Price Marketing: Exploring Strategies and Consumer Behavior

This seminar paper aims to explore and dissect the theoretical frameworks underpinning digital price marketing strategies. By drawing on economic theories, behavioral economics, and marketing paradigms, the research seeks to elucidate the foundational theories used in shaping pricing strategies within digital environments. This study aims to evaluate the application and effectiveness of various pricing theories in digital marketing contexts. It also aims to investigate how consumers respond to different pricing tactics in the online realm.

4. Anti-Consumption: A Comprehensive Literature Review

This literature review delves into the multifaceted realm of anti-consumption, aiming to provide a comprehensive analysis of existing scholarly work and research in this field. By synthesizing studies from sociology, consumer behavior, psychology, and sustainability, the review aims to explore the various dimensions, motivations, and implications of anti-consumption behavior. It investigates the diverse reasons individuals engage in anti-consumption practices, ranging from ethical concerns to lifestyle choices and societal critiques. Additionally, it examines the impact of anti-consumption on market dynamics, sustainability initiatives, and consumer culture. By consolidating and analyzing a wide array of literature, this review seeks to offer a holistic understanding of anti-consumption trends, motivations, and their implications.

5. Sustainability & E-Commerce – A Literature review

Sustainability is an ongoing movement that encompasses all areas of life, logically including e-commerce. Several findings have already been made and scientific articles published in this field of research. The aim of this paper is to use a structured literature review to review and summarize the state of the art in this field and to identify gaps in research. On this basis, future research can attempt to make e-commerce even more sustainable.

6. Communicating sustainability - Chance or risk?

Communicating sustainability is not an easy topic. On the one hand, almost every company wants to be sustainable and communicate this to its customers. On the other hand, however, companies run the risk of their communication being perceived as greenwashing. In the luxury segment in particular, sustainability can also be perceived as not matching the luxurious appearance of a brand - how does research see this problem? What is the best way to communicate sustainability? What are the chances and risks of communicating sustainability?

7. Gamification in Marketing and 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.

8. Web 3.0 – theories, challenges and implications

This literature review comprehensively explores Web 3.0, examining its theoretical foundations, challenges, and broader implications. Theoretical frameworks encompass decentralized technologies, semantic understanding, and improved user experiences. The review delves into challenges such as interoperability, privacy, and the learning curve associated with decentralized platforms. Additionally, it scrutinizes the transformative potential of Web 3.0 across sectors like business, education, and governance, considering societal impacts on communication and collaboration. By synthesizing existing research, the review aims to offer a nuanced perspective for academics, practitioners, and policymakers, providing valuable insights into navigating the complexities and leveraging opportunities in the evolving landscape of Web 3.0.

9. Misinformation and Fake-News

This literature review critically explores the pervasive challenges of misinformation, fake news and cancel culture. It delves into established theories surrounding the origins, propagation, and impact of misinformation. The review examines the evolving landscape of misinformation in the digital age, considering the role of social media, algorithms, and user-generated content. Challenges in combatting misinformation, including issues of content moderation, algorithmic biases, and ethical considerations, are thoroughly scrutinized. By synthesizing existing research, this literature review aims to contribute a comprehensive understanding of the intricate dynamics of misinformation, offering valuable insights for academics, practitioners (and policymakers) seeking effective strategies to address this pressing issue.

10. Customer Incentives in E-Commerce – A Literature Review and Evaluation of Existing Gifting Strategies in Digital Retail

The goal of this literature review is a comprehensive exploration of the diverse range of customer incentives used in e-commerce, often described as "gifts." This study intends to critically review the current state of various gifting strategies, including free shipping, bonuses, points systems, complimentary products, and additional items. By scrutinizing these strategies within the digital retail environment, we aim to understand their effectiveness, application, and overall impact on customer engagement and loyalty. Through analysis of existing literature, this research will offer a clear, insightful perspective on the implementation and outcomes of gifting strategies in e-commerce.

11. 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.).

12. Livestreams On Twitch, YouTube, TikTok, and Instagram – What Factors Lead To Chat Usage, Donations And Subscriptions?

Livestreams on platforms such as Twitch and TikTok are becoming increasingly popular and successful streamers can accumulate thousands, sometimes even tens of thousands of concurrent viewers. The goal of this thesis is to present the current research state on livestreaming and its potential for marketing purposes.

13. 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.).