

Topics for the Bachelor seminar – summer term 2025

General information

- Below you will find an **overview of topics** from which you can select your preferred topics for your Bachelor 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 Bachelor seminar

1. Donor Behavior Decoded: Insights from Health and NPO Fundraising Research

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.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

2. Shipping fees in online shops: A systematic literature review

This seminar paper systematically reviews existing literature to understand how shipping costs influence purchase decisions, cart abandonment rates, and overall customer satisfaction. By synthesizing findings from various studies, the research aims to provide a comprehensive overview of effective shipping fee strategies and their implications for e-commerce businesses. The goal is to offer actionable insights for optimizing shipping policies to enhance customer retention and drive sales.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

3. The Impact of Targeting Strategies in Advertising on Firm Profitability and Competition

This seminar paper conducts a systematic review of how different targeting strategies, such as single-dimensional and multidimensional targeting, affect firms' profitability, consumer behavior, and market dynamics. The focus will be on analyzing the trade-offs between increased targeting precision, advertising costs, and intensified competition. Key outcomes include insights into managerial practices and policy implications in the context of advanced targeting technologies.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

4. Fairness and Dynamic Pricing: Implications for Market Strategies and Social Welfare

You will conduct a systematic review of the interplay between fairness concerns and pricing strategies, examining how these factors influence firm profitability and consumer perceptions. The focus will include dynamic pricing, price discrimination, and the trade-offs between profit maximization and fairness constraints. The review will explore both theoretical frameworks and empirical findings.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

5. Traditional Display Advertising and Native Advertising: How Obvious should Ads be?

To reduce consumer annoyance, online advertising increasingly relies on native advertising, where ads are seamlessly integrated with editorial content and the design of the publisher's website. This seminar paper systematically examines the benefits and challenges of native and traditional approaches. It also explores the key factors practitioners must consider when choosing between these strategies.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

6. Narrative Transportation: How Storytelling Influences Consumer Persuasion and Decision-Making

This seminar paper investigates the concept of narrative transportation and its impact on consumer persuasion and decision-making. Narrative transportation refers to the psychological immersion individuals experience when they become engrossed in a story. Based on a comprehensive literature review this paper explores how storytelling techniques can effectively influence consumers' attitudes and purchasing behaviors by creating emotional connections and enhancing engagement.

- Literature review: **yes**
- Development of a conceptual framework: **no**

- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

7. The Persuasiveness of Influencers: Understanding the Mechanisms and Impact on Consumer Behavior

This seminar paper explores the underlying factors that contribute to the persuasiveness of influencers in today's digital marketing landscape. Based on a comprehensive literature review, this paper examines psychological, social, and behavioral mechanisms that influence consumer behavior and decision-making processes when interacting with influencers.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

8. Trends in Social Media Engagement Research

Content on social media is very diverse, comprising texts, images, videos, livestreams, stories, and many other types. Unsurprisingly, researchers employ various methods and tools to investigate social media engagement (e.g., likes, comments) drivers. The goal of this study is to consolidate recent advancements in this research area, for example regarding text or image analysis methods or the **potential** of large language models in this context (systematic literature review).

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

9. A Voice and Music Analytics Toolbox for Marketing Insights

Research has established numerous text and image characteristics that drive engagement. However, less is known about the audio layer of social media content. This is surprising considering that many, perhaps even most, social media posts contain voices or music (e.g., on TikTok), that some formats consist primarily (e.g., Podcasts) or to a large degree of human voice elements (e.g., livestreams) and that the rise of AI it made it much easier to manipulate voices and to generate music. All of this raises the question how marketing research can leverage voice and music analytics to study consumer behavior. The goal of this thesis/seminar is therefore to review the literature on how voice and music analytics have been used in the past and to derive a state-of-the-art toolbox that informs future research and business practice in terms of which insights can be gained through specific methods.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

10. An Image and Video Analytics Toolbox for Marketing Insights

From product pictures to YouTube thumbnails and Instagram posts, media objects are omnipresent in the digital age. Beyond their primary purposes (e.g., displaying a product), these objects communicate a lot of information. For example, they use various colors, display human faces or emotions, contain written text, or blurred areas. But how does marketing research leverage this type of content and what are the pros and cons of the different approaches? The goal of this thesis/seminar is to review the marketing literature and to derive a state-of-the-art toolbox on how studies extract information from media objects.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

11. A Text Analytics Toolbox for Marketing Insights

Consumers write online reviews to express their opinion about a product, influencers disseminate Instagram posts with detailed captions to enhance engagement and companies carefully craft the messages they display on their website. These are just a few examples of text resources that can provide very valuable marketing insights. But how can these be leveraged exactly? The goal of this thesis/seminar is to review the literature on text analytics in marketing contexts and to derive a state-of-the-art toolbox that informs future research and business practice in terms of which insights can be gained through specific methods.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

12. Artificially authentic? – Virtual Influencer Marketing

Artificial characters such as LilMiquela or Noonouri gained large followings on social media. Moreover, companies increasingly cooperate with this new type of influencer, putting pressure on real (i.e., human) influencers. A systematic literature review will be conducted on this topic with a particular focus on differences between influencer types (e.g., human-like vs. anime-like virtual influencers or virtual vs human influencers).

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

13. Signaling Theory in E-Commerce

This study explores current applications of “Signaling Theory” in the context of E-Commerce. The theory focuses on how online retailers use signals to convey trust and quality. Such signals can be customer reviews, product ratings, trust badges, and delivery guarantees. They can play a crucial role in

reducing information asymmetry and influencing consumer decision-making. Through a systematic literature review, this study will examine the types of signals commonly used in E-Commerce.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

14. Information Overload in E-Commerce

Information overload occurs when consumers are presented with excessive amounts of data, such as product descriptions, reviews, or advertisements, leading to cognitive fatigue, decision paralysis, or dissatisfaction. The focus of this structured literature review will be on understanding the phenomenon, identifying commonly used methods to measure information overload (e.g., surveys, experiments, or behavioral metrics), and exploring strategies proposed in the literature to mitigate its effects. The goal is to investigate the current state of research on information overload in E-Commerce environments.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

15. "I Think This Is Sustainable!" How Marketing Shapes Consumer Perceptions

Marketing holds significant power in shaping how consumers perceive products. Leveraging the 4 P's, companies can utilize various tools—such as colors, materials, labels, and pricing—to create a more sustainable image for their products. This study seeks to investigate which of the four P's is most effective in enhancing consumers' perception of sustainability and to identify areas where research is still lacking. Through a systematic literature review, it aims to consolidate the current state of knowledge and provide direction for future sustainability-focused marketing research.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

16. How Do Companies Make Purchasing Decisions? Implications for B2B Marketing Strategies

This study explores the current state of research on organizational buying behavior, focusing on the factors that influence purchasing decisions within companies. By analyzing elements such as company size, industry, procurement practices, and decision-making processes, the review aims to uncover how businesses approach purchasing decisions. More importantly, it seeks to understand how B2B marketing strategies can be tailored to align with these behaviors. The paper will assess how factors like market trends, technological developments, and shifting business priorities influence organizational buying, providing insights for optimizing B2B marketing approaches and highlighting gaps in the existing research.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

17. Exploring Corporate Social Irresponsibility: A Literature Review

Corporate social irresponsibility (CSI) refers to the actions of companies that neglect their ethical, social or environmental responsibilities and often prioritise profit over the well-being of society and the environment. Such behaviour can lead to significant reputational damage, legal consequences and a loss of consumer confidence. As awareness of CSI grows, companies are under increasing pressure to align their practices with societal expectations and sustainability goals. This literature review aims to summarise the current state of research on CSI and examine the causes as well as the effects on business performance.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**