

THEMENLISTE ABSCHLUSSARBEITEN

(Stand: März 2024)

In diesem Dokument finden Sie Themenfelder und konkrete Themenvorschläge für Ihre Abschlussarbeiten. Sie können sich gern ein konkretes Thema aussuchen. Wenn Ihnen keins der Themen zusagt, dann orientieren Sie sich bitte an den Themenfeldern der jeweiligen Betreuer. Wenn Sie sich für ein Themenvorschlag oder Themenfeld entschieden haben, dann kontaktieren Sie uns gern per E-Mail. Sollten Sie bereits eine konkrete Idee zu einem Themenfeld entwickelt haben, dann können wir diese auch gern diskutieren. Wir freuen uns über Ihre Anfrage.

Generelle Themenfelder

Ansprechpartner	Themenfelder
Prof. Dr. Florian Dost	<ul style="list-style-type: none">• Nano-Influencers, Word-of-mouth Marketing, Seeding• Digital Ad Blocking, Ad Fraud, Digital Myopia• Consumer Behaviour (e.g., older Consumers aged 50+)• Willingness to pay and pricing• Modelling interacting systems (e.g., omnichannel systems, negotiations, macro systems)• Biases and endogeneity issues (e.g., instrument free methods)
Thomas Reichstein	<ul style="list-style-type: none">• Virales Marketing• Social Media Marketing• Influencer Marketing
Vanessa Lau	<ul style="list-style-type: none">• Social Media und Influencer Marketing• Minimalism and Sustainability (prosocial/ cause-related marketing)• Advertising and Product Design (product, packaging, logos, digital & printed media)• Consumer Behaviour of Older People (nostalgia, forestalgia, VR/AR)
Clara Galle	<ul style="list-style-type: none">• Music Marketing• Social Media Marketing• Influencer Marketing

Offene Themenvorschläge

In dieser Rubrik finden Sie offene Themenvorschläge, die eine erste Richtung des Themas vorgeben und demnach noch individuell zugeschnitten werden können.

Ansprechpartner	Themenvorschläge
Prof. Dr. Florian Dost	<ul style="list-style-type: none"> • Podcast ads: personal versus general stories and length • Spoilers in reviews – when are they helpful, when do they hurt? • Name Your Own Price (NYOP) for organic/sustainable product components or upgrades • Transfer of Mojo in recycling: when your shirt/shoe/product contains a tiny amount of an actual word champion’s shirt/shoe/gear, do you like it more? Does it make you perform better? • Training or teaching Nano-Influencers in/before a marketing campaign for content quality improvement • selecting influencers by emotional intelligence - Emotional Intelligence as a better opinion leader scale • Using story plot structures and storytelling schemata to improve the effectiveness of (user-generated) marketing content • Younger, older, or same generation? Selecting influencers by age of the target group • When and why consumers decide <i>not</i> to transmit messages and word-of-mouth (note: exploratory, could use datasets and explore with Natural Language Processing, e.g. “wordify”) • What happens when an influencer takes a break? Can you prevent fan base decline with pre-emptive communication and reasoning? • Creative minds are divas: what to do when influencers feel under-appreciated by their brands? • Modelling the dynamic communication interactions between negotiators in negotiations as a complex system (with EDM machine learning) • How to optimize online display advertising (or website funnel conversion) when 50% of consumers use ad blockers? • How much ad fraud is out there? • Shop-in-shop: practical and research developments (could be literature based) • Pop-up stores: practical and research developments (could be literature based)
Thomas Reichstein	<ul style="list-style-type: none"> • Einfluss der Anzeigelänge einer Marke in einem Werbevideo, wo liegt das Optimum? • Optimale Videolänge – Welchen Einfluss hat die Videolänge auf das Engagement am Beispiel von TikTok Videos • Einfluss von Flat Lay Fotos auf das Engagement

	<ul style="list-style-type: none"> • Optimale Caption – Welchen Einfluss kann eine Caption auf das Engagement haben? • Wie kann ich Produkte mit schlechter Bewertung verkaufen? • Schauspieler vs. dargestellter Charakter, welche Variante sollte ich in meiner Werbung nutzen?
Vanessa Lau	<ul style="list-style-type: none"> • Virtual Influencer (Computer-generated Imagery (CGI)) • KI-veränderte (generiert, verjüngt, gealtert) Personen • Altersbedingte Wahrnehmungsunterschiede (jüngere, ältere Zielgruppe)
Clara Galle	<ul style="list-style-type: none"> • Welchen Einfluss haben das Geschlecht oder das Alter des Interpreten auf den Songerfolg? • Welchen Einfluss haben Features auf den Songerfolg? • Welchen Einfluss hat die Songlänge auf den Songerfolg? • Welche Einflussfaktoren fördern den Erfolg eines Künstlermarketings? • Welche Eigenschaften besitzt der perfekte, erfolgsversprechende Song? • Welchen Einfluss hat die Musikauswahl in einem Store auf den Absatz?

Detailierte Themenvorschläge

In dieser Rubrik finden Sie ausgearbeitete Themenvorschläge die teilweise bereits konkrete Aufgabenstellungen und Quellen beinhalten. Wenn Sie sich für ein detaillierten Themenvorschlag entschieden haben, dann kontaktieren Sie bitte Herrn Prof. Dost per Mail (dost@b-tu.de).

Ausgearbeitete Themenvorschläge

Prof. Florian Dost

(Themenbereich: Gruppen-Größen-Effekte bei Nano Influencern und Mund-zu-Mund Propaganda [WOM])

In a group, you need a leader: The interplay of sender characteristics and receiver group size on receiver perceptions in amplified word of mouth

Amplified word of mouth has entered the toolbox of many marketers. Specialized agencies generate additional “amplified” word-of-mouth conversations with the help of seeding agents. Most of these agencies rely on the power of one-on-one recommendations, but others suggest their agents to invite several guests at once to throw so-called word-of-mouth “house parties”. Current research finds that organic word of mouth differs when talking to a group or to a single person. But is the WOM or the content it it also perceived differently by the receiver? And is the sender (the seeding agent) perceived differently by the receiver? Furthermore, research in sociology, psychology and organization management have found certain leader characteristics (e.g. Emotional Intelligence, or Empathy, or Theory of Mind) to be relevant in larger groups, but not smaller ones or pairs. Does this mean that an agency has to select “better” seeding agents for house parties than for one-to-one conversations? And what is the best audience size for an amplified WOM conversation, depending on the capabilities of the seeder?

Instructions: You will need to identify a suitable seeding agent trait or capability, set up an experiment with a suitable variation of receiver group sizes, and a standardized WOM message, survey the receivers after the manipulated WOM incident about their perceptions and analyze if both, seeders traits and group size interact regarding their effect on receivers’ perceptions.

References:

Barasch, A., & Berger, J. (2014). Broadcasting and Narrowcasting: How Audience Size Affects What People Share. *Journal of Marketing Research*, 51(3), 286-299.

Berger, J., & Schwartz, E. M. (2011). What drives immediate and ongoing word of mouth?. *Journal of Marketing Research*, 48(5), 869-880.

Iyengar, R., Van den Bulte, C., & Valente, T. W. (2011). Opinion leadership and social contagion in new product diffusion. *Marketing Science*, 30(2), 195-212.

(General theme: using dating advice for out of the box marketing thinking)

Advertise like a pick-up artist: Can (aggressive) romantic dating advice be used by marketers to start or improve a consumer-brand relationship?

Many marketers believe that consumers form relationships with the brands they use. In a sense, they assume that these relationships mimic human (romantic) relationships. But then why don't marketers also use the age-old (or modern) advice on one of the most ancient topics that has grappled the human mind? The topic which has caused authors throughout history to condense their observation into ever new (and remarkably recurring) books and treatises on dating advice? Historically, advice has ranged from the obvious and flattering to counterintuitive "tricks" like nagging, feigning disinterest, or changing locations often. Additionally, a complicated set of social rules has emerged, like what is acceptable at what date. If marketers would heed dating advice, how would a brand strategy look like? Which "tricks" could a marketer readily adapt to lure the consumer into having a "date" with her product? Would dating tricks that affect consumer self-esteem, or fake a common history work in a marketing context? And what would the fictional trickster Barney (from "how I met your mother") do as a marketer?

Instructions: Theoretical, creative, "legendary": Describe and discuss potential dating-advice-derived marketing strategies. Outline and discuss any differences to common brand relationship approaches.

Literature:

- Aaker, J., Fournier, S., & Brasel, S. A. (2004). When good brands do bad. *Journal of Consumer research*, 31(1), 1-16.
- Palmatier, R. W., Dant, R. P., Grewal, D., & Evans, K. R. (2006). Factors influencing the effectiveness of relationship marketing: a meta-analysis. *Journal of marketing*, 70(4), 136-153.
- Well, whatever advice book you think fits and "turns on" – there are uncounted examples, historically probably starting around the time of the "Ars amatoria" (Ovid, 1 BC).

(General theme: editing options v. appeals as cost-effective means to optimize media)

No-brainer or slow-brainer: using slow-motion in advertising video to convey intent.

Können verlangsamte Handlungen in Werbevideos die wahrgenommene Bewusstheit der dargestellten Handlungen beeinflussen?

Research on crime video footage has found that people, when shown a video of the crime in slow-motion, think the accused may have acted more intentionally. They assume that the accused had more time to think and, for example, was less likely to simply react in spontaneous self-defense.

This effect may be useful to advertisers. The person in an advertisement video could, for example, grab the advertised product very quickly—a sign of affect and spontaneous reaction—or slowly—a sign of careful deliberation. Consequently, the depicted choice might convey different product qualities ("a craving" vs. "a solid choice"). Does this work? And is it useful to an advertiser?

Instructions/ additional description / hints:

Transfer the theory to a marketing context. Set up an experiment with a suitable video(s) (existing or self-made) and test the effects on viewers perceptions and inferred actor intentions. Test a new context condition, or explain the effect with a mediator/mechanism.

Starting Literature:

Caruso, E. M., Burns, Z. C., & Converse, B. A. (2016). Slow motion increases perceived intent. *Proceedings of the National Academy of Sciences*, 113(33), 9250-9255.

A history of advertising perception – in big data

Advertisers often face a bad public image and mourn the golden days of their profession in the past. But was public image of advertising ever better? Research evidence is very scarce and mixed: In the 50s and 60s, an empirical study found the public's perception of advertising remarkably positive, but a study from the 70s found the image to be rather negative. Then in the 90s, data suggested the image of advertising to be unexpectedly positive again. So, was there a change over time? What is the image now? And is the prevalence of a positive or negative image simply the absence of the other?

Similar changes in perception can be observed regarding advertising effectiveness. While beliefs in advertising power were strong until the 80s, effectiveness doubts crept in in the 90s and 2000s. While digital advertising was regarded as highly effective throughout the 2000s and 2010s, in recent years large advertisers like P&G have drastically lost confidence in digital advertising effectiveness.

Today, historical text collections like Google Ngram database or the Twitter API allows to search for related words (such as advertising) in a vast body of published texts over time. Combined with simple modern natural language processing (NLP) tools for the extraction of meaning from such data, this would allow to explore if and how meaning, perception and connotation of advertising in the body of English texts changed over the last half of a century, and how it is today.

Instructions: empirical: apply a current (simple) NLP approach to the ngrams database or a different database and identify the changes in meaning for advertising, commercials, or its many derivatives. Synthesize these findings to answer some of the research questions.

Advertising and drinking: Does alcohol increase or decrease advertising effectiveness?

Werbewahrnehmung bei Alkoholenuss: Überwiegen die negativen oder die stimulierenden Effekte?

Media, advertising and alcohol are often consumed together. Interestingly, the most expensive advertising times are often also the times of increased alcohol consumption. For example, on super bowl Sunday 52 million bottles of beer are consumed, bars have their highest revenues with public viewing events, and at every evening prime time, many adults have formed a habit to consume alcohol and watch TV. Many studies have shown the detrimental effects of alcohol on awareness and self-control, for example when driving or choosing a mate. On the other hand, alcohol may also stimulate bodily and psychic functions. Yet, marketing research has not covered the potential effects of joint alcohol and advertising consumption. Is prime-time advertising more or less effective, when accounting for the drinking behavior of viewers?

Bearbeitungshinweis: Sehr explorative, aber trotzdem empirische Arbeit. Denkbar wären z.B. Beobachtungsstudien zum typischen Alkoholkonsum, Quasiexperimente (einer bleibt nüchtern), oder sogar Labor-Experimente. Haftungsausschluss- und Einverständniserklärungen der Probanden sind unbedingt erforderlich, ebenso ist unbedingt stets auf Volljährigkeit zu prüfen!!! Eine Erklärung

über die Gefahren des Alkoholkonsums muss den Probanden vor den Versuchen gegeben werden (noch ohne Alkoholeinfluss...). Bearbeitung bevorzugt in Englisch.

Es gibt fast keine Literatur zu Werbung und Alkohol, aber reichlich medizinische Literatur zu den generellen Auswirkungen des Alkoholkonsums.

A critical reliability test of opinion leadership effects – Die Reliabilität von Opinionleader Effekten

or

A meta-analysis of opinion leadership effects – Eine Meta-analyse von Opinionleader Effekten

Should marketers care about opinion leaders? Many studies have investigated these questions, but they all share one common theme: Evidence for the effect has been weak. This casts doubts on the reliability of the effects as well as the magnitude of the effects.

A new and easy to use tool may answer the reliability question. The new tool, p-curve analysis, can check if the existing research is powerful enough to back a finding—just by collecting and checking the p-values in the articles.

Standard meta-analysis is now available as simple-to-use excel-sheets. Effect sizes can easily be collected and analyzed.

Instructions for p curve: empirical: collect the p-value data for your topic, just like in Vadillo et al (2016). Perform a p-curve analysis on the data and discuss the findings—and the implications for the investigated research stream.

Instructions for meta analysis: empirical: collect the effect size data for your topic, just like, for example, in Brinckmann et al (2010). Perform a meta-analysis on the data to integrate effect sizes and discuss the findings—and the implications for the investigated research stream.

Requirement: in English or German.

Starting Literature:

(just a how-to-do example): Brinckmann, J., Grichnik, D., & Kapsa, D. (2010). Should entrepreneurs plan or just storm the castle? A meta-analysis on contextual factors impacting the business planning–performance relationship in small firms. *Journal of Business Venturing*, 25(1), 24-40.

(just a how-to-do example): Vadillo, M. A., Gold, N., & Osman, M. (2016). The Bitter Truth About Sugar and Willpower The Limited Evidential Value of the Glucose Model of Ego Depletion. *Psychological Science*, 0956797616654911.

Simonsohn, U., Nelson, L. D., & Simmons, J. P. (2014). P-curve: a key to the file-drawer. *Journal of Experimental Psychology: General*, 143(2), 534.

Eisend, M. (2014). *Metaanalyse*. Rainer Hampp Verlag.

https://bookdown.org/MathiasHarrer/Doing_Meta_Analysis_in_R/

Vanessa Lau

(1) Reale vs. Virtuelle Influencer

Frage: Wie unterscheiden sich reale und virtuelle Influencer hinsichtlich verschiedener Eigenschaften/ Wahrnehmungen?

Level: Bachelor oder Master (je nach Auswahl)

Konkrete Ausprägungen/Eigenschaften:

- Wahrnehmung der Eigenschaften der Influencer (z.B. Trustworthiness, Attractiveness, Expertise), Alter und Geschlecht
- Ausprägung und Auswirkung der künstlichen Komponente (z.B. Menschenähnlichkeit, „uncanny valley“)
- Einfluss der vermittelten Bilder auf: Selbstbild, Selbstkonzept, Körperbild, Kaufverhalten
- Aufbau einer Beziehung = parasoziale Beziehungen
- Brand-Influencer-Fit (Bereiche der Anwendung) oder produktspezifische Eigenschaften (z.B. utilitaristisch vs. hedonisch)
- Unterschiede in Engagement-Verhalten (Likes, Comments, Shares)
- Kombination mit KI-generierten weiteren Inhalten (z.B. Content/ Captions)

Einstiegsliteratur:

Zhou, X., Yan, X., & Jiang, Y. (2023). Making Sense? The Sensory-Specific Nature of Virtual Influencer Effectiveness. *Journal of Marketing*, 0(0). <https://doi.org/10.1177/00222429231203699>

Belanche, D., Casaló, L.V., & Flavián, M. (2024). Human versus virtual influences, a comparative study. *Journal of Business Research* 173, <https://doi.org/10.1016/j.jbusres.2023.114493>

Franke, C., Groeppel-Klein, A., & Müller, K. (2023). Consumers' Responses to Virtual Influencers as Advertising Endorsers: Novel and Effective or Uncanny and Deceiving?, *Journal of Advertising*, 52:4, 523-539, <https://doi.org/10.1080/00913367.2022.2154721>

(2) Verjüngung und Alterung von Persönlichkeiten mit KI-Technologien

Frage: Welchen Einfluss hat die KI-generierte Verjüngung oder Alterung (bekannter) Persönlichkeiten auf die Wahrnehmung der Konsumierenden?

Level: Bachelor oder Master (je nach Ausprägung)

Konkrete Aspekte:

- Zusammenhang des Alters der Konsumierenden und der Persönlichkeiten (Homophile, Similarity)
- Wahrnehmung der Persönlichkeiten anhand verschiedener Eigenschaften (Source Credibility, Menschenähnlichkeit, „Bekanntheit“, gemeinsame Historie)
- Einfluss des Nostalgieempfindens (produkt- oder persönlichkeitsbezogen)

Einstiegsliteratur:

Xia, L., Wang, J., & Santana, S. (2021). Nostalgia: Triggers and its role on new product purchase intentions. *Journal of Business Research* 135, 183-194, <https://doi.org/10.1016/j.jbusres.2021.06.034>

Miller, E.J., Foo, Y.Z., Mewton, P. & Dawel, A. (2023). How do people respond to computer-generated versus human faces? A systematic review and meta-analyses. *Computers in Human Behavior Reports* 10, <https://doi.org/10.1016/j.chbr.2023.100283>

Bui, H.T. (2022). Exploring and explaining older consumers' behaviour in the boom of social media. *International Journal of Consumer Studies* 46:601–620. <https://doi.org/10.1111/ijcs.12715>