



Betriebswirtschaftliches Institut der Universität Stuttgart

Abteilung VI

Lehrstuhl für Allgemeine Betriebswirtschaftslehre und Marketing

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Themen Bachelor Seminararbeiten im Wintersemester 2020/2021

Digital Marketing

1. Hashtag Marketing: Usage, Best Practices, and Performance Impact

What motivates users to hashtag on social media? What do we know about what firms need to keep in mind when hashtagging on the social media platforms? Which effects do hashtags have on consumer behavior? These are some exemplary questions that this seminar paper should/could answer based on a literature review of top journals in marketing and related fields.

- Rauschnabel, P. A., Sheldon, P., & Herzfeldt, E. (2019). What motivates users to hashtag on social media?. *Psychology & Marketing*, 36(5), 473-488.
- Stathopoulou, A., Borel, L., Christodoulides, G., & West, D. (2017). Consumer branded# hashtag engagement: can creativity in TV advertising influence hashtag engagement?. *Psychology & Marketing*, 34(4), 448-462.
- Wang, R., Liu, W., & Gao, S. (2016). Hashtags and information virality in networked social movement: Examining hashtag co-occurrence patterns. *Online Information Review*, 40, 850–866.

2. Artificial Intelligence in Marketing: Application Areas, Best Practices, and Impact on Marketing Practice

Guiding questions (among others) of this application-oriented seminar paper are: What do we know about the usage of artificial intelligence in marketing practice? In which marketing fields is artificial intelligence used (e.g., forecast of buying cycles)? Which best practice examples of usage of artificial marketing do exist in marketing? And how does artificial intelligence change or has the potential to change current marketing practice? The seminar paper should be based on a combination of scientific literature review and best practice examples from the business press.



- Kumar, V., Rajan, B., Venkatesan, R., & Lecinski, J. (2019). Understanding the role of artificial intelligence in personalized engagement Marketing. *California Management Review*, 61(4), 135-155.

3. Retailing in the Digital World - Investigating the current development at Lidl

Digitalization changes the world of retailers tremendously. This application-oriented seminar paper shall provide (1) an answer to which measures (e.g., Lidl App, Lidl-branded fashion) does Lidl take to keep customers loyal and to up- or cross-sale? and (2) look for literature support of these steps.

- Reinartz, W., Wiegand, N., & Imschloss, M. (2019). The impact of digital transformation on the retailing value chain. *International Journal of Research in Marketing*, 36(3), 350-366.
- De, P., Hu, Y. J., & Rahman, M. S. (2018). Avoid these five digital retailing mistakes. *MIT Sloan Management Review*, 59(3), 1-4.

4. Social networks and personalized advertising

Many internet firms collect personal data from users for advertisement targeting. What outcomes will it bring to the firm and consumers? This seminar paper aims to review existing literature on the current research status of social networks and personalized advertising. With practical examples, the following aspects should be considered. What kind of effects does personalized advertising on consumers? How does personalized advertising on social network perceived by consumers? Which marketing strategy can firms develop based on the research in this area?

- Chung, T.S., Wedel, M. & Rust, R.T. Adaptive personalization using social networks. *J. of the Acad. Mark. Sci.* 44, 66–87 (2016). <https://doi.org/10.1007/s11747-015-0441-x>
- Tucker, C. E. (2014). Social networks, personalized advertising, and privacy controls. *Journal of marketing research*, 51(5), 546-562.
- Chen, Q., Feng, Y., Liu, L., & Tian, X. (2019). Understanding consumers' reactance of online personalized advertising: A new scheme of rational choice from a perspective of negative effects. *International Journal of Information Management*, 44, 53-64.
- Stiglbauer, B., & Kovacs, C. (2019). Need for uniqueness determines reactions to web-based personalized advertising. *Psychological reports*, 122(1), 246-267.

Social Entrepreneurship

5. Introduction to Social Entrepreneurship

This seminar paper should outline the state-of-the-art literature review on social entrepreneurship. How do social enterprises address stakeholders' needs? What are



the main challenges of social enterprises when entering a market? How do social enterprises position themselves on the market? These are some exemplary questions that the current seminar paper should answer based on a detailed literature review.

- Fischer, D., Brettel, M., & Mauer, R. (2020). The three dimensions of sustainability: a delicate balancing act for entrepreneurs made more complex by stakeholder expectations. *Journal of Business Ethics*, 163(1), 87-106.
- Brandstätter, H. (2011). Personality aspects of entrepreneurship: A look at five meta-analyses. *Personality and individual differences*, 51(3), 222-230.
- Brockhaus Sr, R. H. (1980). Risk taking propensity of entrepreneurs. *Academy of management Journal*, 23(3), 509-520.

Produktdesign / Product Management

6. State of the Art Overview on Eco-friendly Product Design

Manufacturing green products means to translate sustainability issues into corporate decisions, create value and transform organisations and markets. Against this background, it is the aim of this seminar paper to [1] outline the state-of-the-art research in eco-friendly product design and [2] provide an overview of the main reasons leading to positive customers' reactions in the decision-making process when it comes to green product designs

- Paparoidamis, N. G., Tran, T. T. H., Leonidou, L. C., & Zeriti, A. (2019). Being innovative while being green: An experimental inquiry into how consumers respond to eco-innovative product designs. *Journal of Product Innovation Management*, 36(6), 824-847.
- Chen, Y. The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *J Bus Ethics* 93, 307–319 (2010).
- Chen, Y. and Chang, C. (2012), "Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust", *Management Decision*, Vol. 50 No. 3, pp. 502-520.

7. Investigating what companies do in terms of Sustainable Packaging Design

How many times have you bought something and that item was in a huge package? It happens very often and customers get frustrated that many resources get wasted. This application-oriented seminar paper should provide [1] an answer to which measures companies take to reduce their product packaging and [2] look for literature support of these steps. Regarding [1] companies' websites and sustainability reports are good sources of information.

- Alayón, C., Säfsten, K., & Johansson, G. (2017). Conceptual sustainable production principles in practice: do they reflect what companies do?. *Journal of Cleaner Production*, 141, 693-701.



- Steenis, N. D., van Herpen, E., van der Lans, I. A., Ligthart, T. N., & van Trijp, H. C. (2017). Consumer response to packaging design: The role of packaging materials and graphics in sustainability perceptions and product evaluations. *Journal of Cleaner Production*, 162, 286-298.

Green marketing

8. Communicating CSR Business Practices via Social Media platforms during the COVID- 19- crisis

Has the amount of posts with ESG (environmental, social & governance) topics increased on social media platforms during the COVID-19-crisis? Please choose an industry which was strongly affected by the pandemic and analyze social media posts of the main players in that industry before and during the Covid-19-pandemic. Is there a recognizable pattern?

- Manetti, G., & Bellucci, M. (2016). The use of social media for engaging stakeholders in sustainability reporting. *Accounting, Auditing & Accountability Journal*.
- Reuter, C., Hughes, A. L., & Kaufhold, M. A. (2018). Social media in crisis management: An evaluation and analysis of crisis informatics research. *International Journal of Human-Computer Interaction*, 34(4), 280-294.
- Jaques, C., Islar, M., & Lord, G. (2019). Post-Truth: Hegemony on social media and implications for sustainability communication. *Sustainability*, 11(7), 2120.
- Donthu, N., & Gustafsson, A. (2020). Effects of COVID-19 on business and research. *Journal of business research*, 117, 284.

9. Companies´ Greenwashing Attempts

Several unsustainable companies implement "green marketing" for their "no green products". It means that the eco-friendly information they are providing is false. Examples of greenwashing could be e.g. the usage of the color green to symbolize something natural, organic, good but with no connection to the actual ingredients or materials, which have been used to produce that product; or phrases such as "no use of parabens", which is actually not needed since it is prescribed by law not to make use of such substances and all products on the market do not contain it. This application-oriented seminar paper should provide an overview of [1] misleading claims of companies and [2] whether their brand image was affected by those false claims.

- Schmuck, D., Matthes, J., & Naderer, B. (2018). Misleading consumers with green advertising? An affect–reason–involvement account of greenwashing effects in environmental advertising. *Journal of Advertising*, 47(2), 127-145.



*Customer Journey Management / Customer
Experience Management*

10. Motivation behind Hamster Shopping in Corona-crisis: Are you buying because of panic?

Have you seen empty supermarket shelves amid the coronavirus outbreak and have you thought about the reason behind it from consumer's perspective? This seminar paper aims to give an answer to what is hamster purchase? To do so, search for practical examples of hamster shopping during the corona crisis and explain your findings by a literature review on the phenomenon hamster purchase. You should reflect on (1) which motivations are behind this consumer behavior? (2) Which theory can be used to explain the mechanism behind it? (3) Are there any cultural differences behind hamster purchase?

- Rieder, K. (2020). What we may learn from historical financial crises to understand and mitigate COVID-19 panic buying. VOXeu.
- McKinnon, G., Smith, M.E. & Keith Hunt, H. Hoarding behavior among consumers: Conceptualization and marketing implications. JAMS 13, 340–351 (1985). <https://doi.org/10.1007/BF02729724>
- Venkatesan, M. (1966). Experimental study of consumer behavior conformity and independence. Journal of marketing research, 3(4), 384-387.
- Bagozzi, R.P., Gopinath, M. & Nyer, P.U. The role of emotions in marketing. J. of the Acad. Mark. Sci. 27, 184 (1999). <https://doi.org/10.1177/0092070399272005>
- Stiff, R., Johnson, K., & Tourk, K. A. (1975). Scarcity and hoarding: economic and social explanations and marketing implications. ACR North American Advances.

Hot Topics in Marketing

11. Company responses on the COVID-19 pandemic in a B2B setting: A marketing perspective.

Guiding questions (among others) of this application-oriented seminar paper are: What organizational challenges did companies face during the pandemic with respect to marketing issues? Did companies restructure or innovate marketing processes? Did companies change their way in communicating with their customers? The seminar paper should be based on a combination of scientific literature review and best practice examples from the business press.

- Hartmann, N., & Lussier, B. (2020). Managing the sales force through the unexpected exogenous COVID-19 crisis. Industrial Marketing Management.



- Wang, Y., Hong, A., Li, X., & Gao, J. (2020). Marketing innovations during a global crisis: A study of China firms' response to COVID-19. *Journal of Business Research*.
- Crick, J. M., & Crick, D. (2020). Coopetition and COVID-19: Collaborative business-to-business marketing strategies in a pandemic crisis. *Industrial Marketing Management*.
- He, H., & Harris, L. (2020). The Impact of Covid-19 Pandemic on Corporate Social Responsibility and Marketing Philosophy. *Journal of Business Research*.

12. Company responses on the COVID-19 pandemic in a B2C setting: A marketing perspective.

Guiding questions (among others) of this application-oriented seminar paper are: What organizational challenges did companies face during the pandemic with respect to marketing issues? Did companies restructure or innovate marketing processes? Did companies change their way in communicating with their customers? The seminar paper should be based on a combination of scientific literature review and best practice examples from the business press.

- Manthiou, A. (2020). Applying the EEE customer mindset in luxury: reevaluating customer experience research and practice during and after corona. *Journal of Service Management*.
- Voorhees, C. M., Fombelle, P. W., & Bone, S. A. (2020). Don't Forget About the Frontline Employee During the COVID-19 Pandemic: Preliminary Insights and a Research Agenda on Market Shocks.
- Wang, Y., Hong, A., Li, X., & Gao, J. (2020). Marketing innovations during a global crisis: A study of China firms' response to COVID-19. *Journal of Business Research*.
- He, H., & Harris, L. (2020). The Impact of Covid-19 Pandemic on Corporate Social Responsibility and Marketing Philosophy. *Journal of Business Research*.