1. **Customer Experience Management in Peer-to-Peer Sharing Services / Collaborative Consumption**

"The challenge of dealing with non-firm-controlled touchpoints is especially prevalent in a sharing economy (Wirtz et al. 2019)—a setting largely ignored in CX(M) literature so far. A traditional hotel chain like Marriott, for instance, has full control on room design and cleanliness. Airbnb properties, on the other hand, display considerable variance, and much of the CX is left in the hands of the individuals hosting their properties on the platform (Eckhardt et al. 2019). Research is needed to understand CX formation in these multi-actor settings (Eckhardt et al. 2019). How different is CX in multi-actor settings, such as sharing platforms? How do interactions with various actors impact each other? To what extent do customers distinguish between the sharing platform (e.g., Airbnb) and other providers (e.g., host)?"

(Taken from De Keyser et al. 2020, pp. 11f.)

2. Customer Experience Management in Access-Based Services / B2C Sharing Services

“The challenge of dealing with non-firm-controlled touchpoints is especially prevalent in a sharing economy (Wirtz et al. 2019)—a setting largely ignored in CX(M) literature so far.” (De Keyser et al. 2020, pp. 11f.) “Thus, ... sharing platforms have only limited control over the quality of the user's experience. Furthermore, the actions of prior users may alter the condition or performance of a shared resource (e.g., a Lime scooter left lying in a dark alley).” (Eckhardt et al., 2019, p. 14) "Research is needed to understand CX formation in these multi-actor settings (Eckhardt et al. 2019). How different is CX in multi-actor settings, such as sharing platforms? How do interactions with various actors impact each other? To what extent do customers distinguish between the sharing platform (e.g., Airbnb) and other providers (e.g., host)?” (De Keyser et al. 2020, pp. 11f.)


“CX(M) [Customer Experience (Management)] researchers increasingly recognize the uncontrollability of CX by a single brand/ firm, as exemplified by the growing interest in the role of nonfirm-controlled touchpoints. ... customers may act as a non-firm-controlled touchpoint by adopting the role of brand ambassadors through referral programs (Dose et al. 2019), influencers (Hughes, Swaminathan, and Brooks 2019), or sharing incentivized word-of-mouth through various off-line and online media (Lamberton and Stephen 2016). ... How does a customer’s CX with non-firm-controlled touchpoints affect their experience with firm-controlled touchpoints? Under what conditions do interactions with non-firm-controlled touchpoints have positive/negative repercussions (e.g., the impact other customers and social distancing in retail environments)? How can a brand/firm optimally deal with this complexity? Under what conditions do interactions with noncontrolled touchpoints have negative repercussion for brand/firm CX?” (Taken from De Keyser et al. 2020, pp. 11f.)

- De Keyser, A., Verleye, K., Lemon, K. N., Keiningham, T. L., & Klaus, P. (2020). Moving the Customer Experience Field Forward: Introducing the Touchpoints,


4. **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 bachelor thesis aims to give an answer to what is hamster purchase (Hamsterkauf in German)? To do so, search for practical examples of hamster shopping during the corona crisis or in history 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.

5. **Customer experience during the COVID 19 crisis: An opportunity for stationary trade?**

The COVID-19 crisis has a massive impact on consumer behavior. Do consumers return to old familiar consumption patterns when the pandemic has ended or do they adapt to the new conditions in the long run? How do consumers perceive shopping experiences in stationary trade with the current hygiene restrictions? Are there any measures companies are taking to provide customers with an extraordinary customer experience in the stationary retail sector?

6. **Multi-sensory marketing**
How to provide customers with unique and memorable experiences has become one of the hottest topics in marketing area. The effect of multi-sensory marketing has increasingly gained attention. The objectives of this seminar paper is to research following questions: "How does multi-sensory marketing affect consumer’s perceptions?", "Which effects does multi-sensory marketing have on the customer experience? Please provide implications for designers.


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.


8. **State of the Art Overview on Gamification in Marketing**
This bachelor thesis should provide an overview on the current knowledge about gamification in marketing. It is based on an extensive literature review and can be
complemented by an empirical part with in-depth and/or consumer interviews (to be discussed with supervisor). The thesis can be written from a consumer and/or firm perspective. The author should give answers to the following research questions (please note that these are only exemplary research questions): In which marketing area is gamification beneficial? How does gamification change consumer behavior? What are success drivers and performance outcomes of gamification in marketing?


9. **Content Marketing**

The current seminar paper should provide an extensive literature review of recent articles in top marketing journals on content marketing. It should adopt a managers’ and customer perspective to shed more light on the question which content sells, under which conditions, and how do we define what “sells”? A focus on digital content is recommended.


10. **Customer Engagement**

The current seminar paper should provide an extensive literature review of recent articles in top marketing journals on customer engagement. The review should contain an definition of the concept, its antecedents, and consequences on consumer and firm behavior. In addition, moderating effects (e.g., B2B vs B2C context etc.) should be taken into consideration.

Social Selling

11. Social Selling Platforms for B2B: Which platforms play a relevant role in the game for B2B sales and customer engagement?
Facebook, LinkedIn, Tiktok? Everything is social? But not all Social Media channels are valid platforms for Social Selling - The Bachelor thesis develops a comparison and evaluation model for Social Selling platforms in the B2B environment.


Social Entrepreneurship

12. State of the Art Literature Review on Social Entrepreneurship
This bachelor thesis should provide an in-depth literature review on social entrepreneurship. How do social enterprises address stakeholders’ needs? What marketing strategies do social entrepreneurs adopt? These are some exemplary questions that the current seminar paper should answer based on a combination of scientific literature review and best practice examples from the business press.

13. **Green Marketing Strategies**
This bachelor thesis should provide an overview on the existing literature on sustainability-oriented communication (e.g. green claims, eco-labels, environmental awards) during the customer journey. It is based on an extensive literature review and it can be complemented by an empirical part with consumers’ interviews or experiments (to be discussed with supervisor). Based on the literature review and/or empirical evidence, the author should be able to indicate which communication strategies are the most effective.


14. **Consumer behavior in the COVID 19 crisis: An opportunity for stationary trade?**
The COVID-19 crisis has a massive impact on consumer behavior. Do consumers return to old familiar consumption patterns when the pandemic has ended or do they adapt to the new conditions in the long run? What influence does the crisis have on the classic stationary trade? The thesis compares consumer behavior, with focus on the stationary trade, how it was before the crisis, how it behaves during the crisis and how it will potentially develop.