



Betriebswirtschaftliches Institut der Universität Stuttgart

Abteilung VI

Lehrstuhl für Allgemeine Betriebswirtschaftslehre und Marketing

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Themen Master Seminararbeiten im Wintersemester 2020/2021

Digital Marketing

1. Key Drivers of Effective Social Media Usage by Firms

What are key drivers of to make social media usage by firms effective? Are there any differences between e.g., B2B and B2C firms, service vs product firms? What makes a social media post effective and how can you measure this effectiveness? These are some exemplary questions that the current seminar paper should answer based on an extensive literature review of top marketing journals.

- Kanuri, Yixing Chen, and Shrihari Sridhar (2018), "Scheduling Content on Social Media: Theory, Evidence, and Application," *Journal of Marketing*, 82 (6), 89-108.
- Tellis, G. J., MacInnis, D. J., Tirunillai, S., & Zhang, Y. (2019). What drives virality (sharing) of online digital content? The critical role of information, emotion, and brand prominence. *Journal of Marketing*, 83(4), 1-20.
- Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From social to sale: The effects of firm-generated content in social media on customer behavior. *Journal of Marketing*, 80(1), 7-25.

2. Big Data in Marketing: Application Areas, Best Practices, and Impact on Marketing Practice

Big Data has become an omnipresent buzzword in recent years. Also, in marketing, big data is gaining momentum. The current seminar paper aims at providing an overview on the diverse fields of marketing literature by identifying, among others, applications areas of big data in marketing, performance outcomes and success drivers of big data usage in marketing.



- Tirunillai, S., & Tellis, G. J. (2014). Mining marketing meaning from online chatter: Strategic brand analysis of big data using latent dirichlet allocation. *Journal of Marketing Research*, 51(4), 463-479.
- Banerjee, S., Viswanathan, V., Raman, K., & Ying, H. (2013). Assessing prime-time for geotargeting with mobile big data. *Journal of Marketing Analytics*, 1(3), 174-183.
- Martin, K. D., Borah, A., & Palmatier, R. W. (2017). Data privacy: Effects on customer and firm performance. *Journal of Marketing*, 81(1), 36-58.

3. Are you sharing emotions or experience when reviewing products?

Statistics shows that 93% of consumers take reviews into account when making their purchase decisions, but which kind of reviews can affect other consumers and what information does the review deliver? This seminar paper aims to answer the following research questions: What motivates consumers to share their review of products? Which factors can affect consumer's intention to share positive or negative feedbacks towards products? Which kind of purchase behavior can be facilitated by positive/negative review? The implication for marketing practitioners should also be argued.

- Motyka, S., Grewal, D., Aguirre, E. et al. The emotional review–reward effect: how do reviews increase impulsivity?. *J. of the Acad. Mark. Sci.* 46, 1032–1051 (2018). <https://doi.org/10.1007/s11747-018-0585-6>
- Alexandrov, A., Lilly, B., & Babakus, E. (2013). The effects of social-and self-motives on the intentions to share positive and negative word of mouth. *Journal of the Academy of Marketing Science*, 41(5), 531-546.

4. Measuring Social Media Success

The current seminar paper should provide an extensive literature review of recent articles in top marketing journals on how authors have measured social media success. Based on this review, the student should make recommendations for future research how to measure social media success. Besides interest in the topic itself, the student should bring along persistence for the literature search as well as basic know-how in empirical methods.

- Rapp, A., Beitelspacher, L. S., Grewal, D., & Hughes, D. E. (2013). Understanding social media effects across seller, retailer, and consumer interactions. *Journal of the Academy of Marketing Science*, 41(5), 547-566.
- Li, F., Larimo, J., & Leonidou, L. C. (2020). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 1-20.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95.



Green Marketing

5. Customers' perception of eco-labels and the colour green

Do green product attributes affect customer decision making process? Which attributes are the most relevant? Does customers' perception of eco-labels depend on their socio-cultural milieu? These are only some exemplary questions that the current seminar paper should answer based on an extensive literature review.

- Spielmann, N. (2020). Green is the New White: How Virtue Motivates Green Product Purchase. *Journal of Business Ethics*, 1-18.
- Sarti, S., Darnall, N., & Testa, F. (2018). Market segmentation of consumers based on their actual sustainability and health-related purchases. *Journal of Cleaner Production*, 192, 270-280.

6. Customers' reactions to greenwashing

Because of external pressures, companies claim environmentally-friendly business practices, but these are not always true. This paper should provide an extensive literature review of recent articles on how greenwashing affects customers' decision making process at different stages of the customer journey (e.g., awareness, purchase intention, retention).

- 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.
- Olk, S. (2020). The Effect of Self-Congruence on Perceived Green Claims' Authenticity and Perceived Greenwashing: The Case of EasyJet's CO2 Promise. *Journal of Nonprofit & Public Sector Marketing*, 1-18.

Customer Journey Management / Customer Experience Management

7. Impulsive purchase: is it self-motivated or external affected?

Impulsive purchase behavior has raised considerable attention in consumer research. There is already plenty research about the reasons behind it. Based on the review of existing literature on the internal and external factors that affect consumer impulsive purchase behavior, this seminar paper aims to research following questions: Consumers with which kind of personal traits under which conditions will tend to purchase impulsively? Which factors will moderate it? Implications for future research should also be suggested.

- Iyer, G.R., Blut, M., Xiao, S.H. et al. Impulse buying: a meta-analytic review. *J. of the Acad. Mark. Sci.* 48, 384–404 (2020). <https://doi.org/10.1007/s11747-019-00670-w>



- Sharma, P., Sivakumaran, B. & Marshall, R. Exploring impulse buying in services: toward an integrative framework. J. of the Acad. Mark. Sci. 42, 154–170 (2014). <https://doi.org/10.1007/s11747-013-0346-5>

8. 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.

- Alpert, Judy A., Alpert, Mark I. (1990), Music influences on mood and purchase intentions, Psychology and Marketing, Vol. 7, 109-133.
- Babin, Barry J., Hardesty, David M., Suter, Tracy A. (2003), Color and shopping intentions: The intervening effect of price fairness and perceived affect, Journal of Business Research, Vol. 56., Issue 7, 541-551.
- Imschloss, M., & Kuehnl, C. (2019). Feel the music! Exploring the cross-modal correspondence between music and haptic perceptions of softness. Journal of Retailing, 95(4), 158-169.

Market Research Methods

9. Network analysis in sales research

Network analysis has gained a lot of attention in recent sales research. This development is partly due to a shift in focus in the sales literature that increasingly considers formal and informal network structures as important drivers of performance. Against this background, it is the aim of this seminar paper to [1] systematically display the basics of network analysis, [2] provide an overview of the application potentials of network analysis for sales research, and [3] outline the state-of-the-art of network analysis in sales research.

- Bolander, W., Saturnino, C. B., Hughes, D. E., & Ferris, G. R. (2015). Social networks within sales organizations: Their development and importance for salesperson performance. Journal of Marketing, 79(6), 1-16.
- Yousefi Nooraie, R., Sale, J. E., Marin, A., & Ross, L. E. (2020). Social network analysis: An example of fusion between quantitative and qualitative methods. Journal of Mixed Methods Research, 14(1), 110-124.
- Chong, A. Y. L., Li, B., Ngai, E. W., Ch'ng, E., & Lee, F. (2016). Predicting online product sales via online reviews, sentiments, and promotion strategies. International Journal of Operations & Production Management.



Social Selling

10. Measuring Sales Success

The current seminar paper should provide an extensive literature review of recent articles in top marketing journals on how authors have measured success in sales (e.g., revenues, objective vs. subjective measures etc.). Based on this review, the student should make recommendations for future research how to measure sales success. Besides interest in the topic itself, the student should bring along persistence for the literature search as well as basic know-how in empirical methods.

- Ahearne, M., Haumann, T., Kraus, F., & Wieseke, J. (2013). It's a matter of congruence: How interpersonal identification between sales managers and salespersons shapes sales success. *Journal of the Academy of Marketing Science*, 41(6), 625-648.
- Mullins, R., Menguc, B., & Panagopoulos, N. G. (2019). Antecedents and performance outcomes of value-based selling in sales teams: a multilevel, systems theory of motivation perspective. *Journal of the Academy of Marketing Science*, 1-22.
- Boichuk, J. P., Bommaraju, R., Ahearne, M., Kraus, F., & Steenburgh, T. J. (2019). Managing laggards: The importance of a deep sales bench. *Journal of Marketing Research*, 56(4), 652-665.

Social Entrepreneurship

11. State of the Art Overview on Social Entrepreneurship

This seminar paper 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.

- 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.