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.


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.
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.


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 on 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.

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.


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).


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.

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.


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.

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 on 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.


---

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.