Themenvorschläge Masterarbeit im Wintersemester 2020/2021

Digital Marketing

1. Measuring Social Media Success
The current master thesis 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 knowledge in empirical methods.


2. 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. In the master thesis, the following questions should be researched. 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?


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**Digital Sales**

3. **Digitalization of Sales and Sales Activities: An Extensive Literature Review and In-depth Interviews**

How did and still does digitalization affect the art of selling? And is it a positive or negative trend? These are some foundational questions that the master thesis should give an answer to based on an extensive literature review and in-depth interviews with salespeople.


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**Social Selling**

4. **Cultural insights into Social Media in North America and Asia**

Cultural differences in the usage and application of Social Media Platforms in North America and Asia. The master thesis covers the success factors for each cultural region and elaborates concrete guidelines for the Würth Group. The research and the thesis will be handled in cooperation with the internally operating trading company Würth Group.


5. Measuring Sales Success
The current master thesis 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 knowledge in empirical methods.


6. Sustainable Consumption during Covid-19 Crisis
Empirical research—e.g. survey, (semi)-structured interviews—to analyze changes in consumers’ attitude because of the COVID-19-crisis. Did consumers reconsider their ecological footprint, e.g. when it come to travelling & mobility, food consumption, waste?


7. Upcycling
Empirical research - e.g. survey, (semi-)structured interviews - to investigate customers' readiness to buy upcycled products. Are they willing to do that? What are the motivations behind? Are there socio-demographic aspects relevant in the decision?

- Case Study: Freitag - from recycled bags to sustainable fashion

8. Drivers of Sustainable Innovation
This master thesis should provide an extensive literature review on the internal and external drivers of sustainable innovation. Which drivers are the most relevant? How can "sustainability" be reached by companies? Which are the most frequent barriers to sustainable innovation? Is there any difference between SMEs and MNCs?


Have companies adapted their strategies during COVID-19- pandemic? Did they focus more on ESG (environmental, social & governance) factors in their public posts? Please choose an industry, which was strongly affected by the COVID 19-pandemic and analyze posts of the big players before and during the pandemic by means of a qualitative analysis.
10. **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.


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11. **IoT products and customer acceptance: Are you interested in customer acceptance of IoT products?**

How the development of technology changes customer behavior and how it impacts customer experience have increasingly gained researcher's attention. Internet of things (IoT) as one of the most popular trend in recent decades is at the core of this master thesis, particulary, how is it perceived and accepted by customers need to be researched. The goal of this master thesis is to review the literature of IoT in the
marketing area. Specifically, your thesis should answer the question, which factors affect customer technology acceptance in general, and IoT acceptance in particular. Also give an overview on which characteristics IoT products have and discuss the relationship between IoT and customer acceptance.