Themen Studienarbeit im Sommersemester 2021 (Technologiemanagement M.Sc.)

TeMa01. Personalized customer experience - A customer perspective.
Connectivity and context sensitivity of touchpoints were identified as strategic directions for firms in designing customer experiences (Homburg, Jozic & Kühnl, 2017). Guiding questions could be: How do customers perceive a personalized customer experience? What are potential positive and/or negative consequences of personalized customer experience? The work should be based on scientific literature together with a practical web-programming solution to test different degrees of personalization with real-world data from test persons.


TeMa02. Upcycling
Please think about an old item and ways to upcycle it. Based on both managerial- and academic insights from top marketing journals, use sustainability-oriented communication to promote your product, i.e. analyze socio-ecological problems, analyze customer behavior in your target group, promote sustainable consumption.

TeMa03. Internet of things: new touchpoints and new customer experience
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 trends in recent decades is at the core of this paper, particularly, how is the voice touchpoint brought by IoT perceived by customers need to be researched. In this paper, the following questions should be answered: Which new touch points can Internet of things bring to customer journey design? Which effect does it have on customer experience? The goal of this paper is to review the literature of IoT in the marketing area. Specifically, customer survey is recommended to be adopted as the research method of this paper. Alternatively, you can also develop a prototype to conduct an experiment.


TeMa04. Design Hierarchy
Homburg, Schwemmle, and Kuehn (2015) find that consumer perceive new product design as a multi-dimensional construct that manifests itself in functionality, aesthetics, and symbolism. Based on these insights, the current thesis should investigate whether there is a hierarchy of these three design dimensions (similar to Maslow's need hierarchy) implying that, for example, a certain degree of functionality must be given before aesthetics comes into play etc. The thesis should build on existing literature, develop a conceptual framework and test it empirically (dataset can be obtained from supervisor). Strong conceptual and analytical skills are requested.

TeMa05. Culture of Innovation in Cluster

Silicon Valley is a prime example for a successful cluster that brings into live a myriad of innovations every day. It comes as no surprise that many other nations (and regions) have tried to copy the secret success story of Silicon Valley -- however, too often with no or little success. While popular press calls the cluster's culture in Silicon Valley a key to its success, academic literature is still rather about this phenomenon. The current thesis should provide an extensive literature review on the current knowledge on cluster formation, cluster culture etc. and identify key aspects of cluster culture. An extension by an empirical analysis with qualitative data is possible.