SAM01. Empathy in marketing – A framework-based literature review

Empathy is an important component of effective communication, and it has become increasingly important in the context of marketing and service. Businesses that are able to understand their customers’ needs and emotions and respond accordingly are more likely to build strong, long-term relationships with consumers. The purpose of this framework-based systematic literature review is to explore the current state of research on empathy in marketing and service literature. What sets framework-based literature reviews apart is their propensity to exhibit a resilient and coherent structure (Paul et al. 2021). The review should provide a tabular or otherwise structured overview of the existing literature, as well as relevant research gaps, and should make suggestions for future research. The following questions COULD be addressed through the thesis: What are theoretical frameworks that have been applied to study empathy in marketing, and how where they used? What are the outcomes of empathy in marketing and service context? What are key antecedents of empathy in marketing and service context?

SAM02. What is empathy? – A marketing-oriented literature review on different approaches to a psychological construct

Empathy - a common term for many people - is often colloquially equated with compassion or sympathy. But what is actually hidden behind the construct of empathy and what is the prevailing understanding of the term in marketing literature? These questions will be clarified in this seminar paper on the basis of a systematic literature analysis. The conceptual background of the work is to shed light on the term empathy detached from the marketing context and to distinguish it from related but not synonymous terms. Potential questions that COULD be addressed with the help of the systematic literature analysis are, for example: (1) What is the predominant understanding of empathy in the marketing literature? (2) From which perspectives is empathy examined in the marketing context? (3) How is empathy measured in the marketing literature and what are the weaknesses of such measurement approaches? (4) What are key research streams of empathy in marketing?

SAM03. Unraveling the significance of overconfidence in marketing decisions

As the realm of marketing continues to evolve, understanding the intricate interplay between human behavior and decision-making processes becomes increasingly pivotal. This seminar paper aims to explore the intriguing concept of overconfidence and its far-reaching implications within the context of marketing decisions. The practical implications of recognizing the impact of overconfidence on consumer behavior and the broader market dynamics cannot be overstated, making this topic both practically and research-wise compelling. Employing a systematic literature review approach, this seminar will meticulously examine existing research on the role of overconfidence in shaping marketing decisions. Potential research questions COULD be: (1) What are the effects of overconfidence on pricing and product positioning decisions (firm-perspective)? (2) How does overconfidence in consumers affect product evaluations and purchase intentions (consumer-perspective)? (3) How do ethical considerations come into play when designing marketing campaigns targeting overconfident consumers?

SAM04. Exploring the future: Generative AI's impact on ad and video production in advertisement campaigns

Generative AI, especially in the form of language models like GPT-3, has made great strides in content creation. It has the potential to transform and revolutionize the advertising and video production industries. Understanding its impact is critical for marketers, advertisers, and content creators to remain competitive in the evolving landscape. The goal of this seminar paper is to use a systematic literature review to provide a comprehensive overview of the potential uses of generative AI in the context of advertising campaigns, including consideration of consumer reactions and ethical issues.

SAM05. Consumer culture theory in marketing: a systematic literature review

Consumer Culture Theory (CCT) is an interdisciplinary field of research aimed at developing a better understanding of why consumers do what they do and why consumer culture takes the forms it does. The goal of this seminar paper is to use a systematic literature review to describe the theory in basic terms and to show its area of application in marketing research.

SAM06. Customer segments in Omnichannel commerce

Trading companies are increasingly aiming for simultaneous management of the numerous available channels and customer touchpoints (referred to as Omnichannel Management in English) to optimize the customer experience and performance across these channels. Customer segmentation studies, however, have revealed that there are customer segments that differ significantly in their use of various channels. Consequently, companies must design their channels and touchpoints to satisfy as many customer segments as possible. The objective of this seminar paper is to present the current state of research on customer segmentation in omnichannel commerce and derive relevant implications for marketing management from it. A particular emphasis will be placed on examining the methods used for segmentation and the specific characteristics of the identified customer segments.

SAM07. Text-Mining and Content-Analysis as a research method in marketing

Unstructured data, such as customer reviews or social media posts, is increasingly being used as a data basis in marketing research. New research methods are needed to analyze this data and draw benefits from it. One popular and frequently used methodology is text mining or content analysis. However, what are the differences between the various text mining models, what steps are necessary in their application, and what areas of application need to be distinguished? This paper will address these questions and, based on a systematic literature review, systematize the current state of research in this area.

SAM08. Digital orientation of companies: How is it conceptualized, operationalized, and in what context is it investigated?

Due to increasing digitalization, the adaptation and use of new technologies is becoming greater. Companies are also reacting to this change and implementing new software, both internally and externally at the interface to their customers. How distinct this adaptation is, is often examined in research under the term "digital orientation" (alternative terms such as "digital readiness", "data-driven culture" are possible). The aim of this seminar paper is to present, on the basis of a systematic literature review, which differences exist in the investigation of the variable "digital orientation" (or others) and in which context or reference these are usually examined.

SAM09. Top management skills as drivers of the digital transformation of companies?

New technologies and associated areas of application require corresponding management skills such as IT understanding, progressive thinking or greater resilience. What role do the skills of top managers play in driving digital transformation and which characteristics are particularly important and relevant? The aim of this seminar paper is to present and systematize the current state of research on the basis of a systematic literature review.