

Lucerne, 22. Januar 2021

Topics for research papers – Chair of digital Marketing

Students with an interest in marketing-relevant research questions can apply for the following topics via e-mail (digitalmarketing@unilu.ch) with a motivation letter (max. 200 words). Please indicate the topic number, the name of the supervising assistant and the type of thesis (semester, bachelor or master thesis) in your application. Applications for master's theses can be submitted at any time (no application deadline), moreover a curriculum vitae and current performance record must be attached.

More details about writing a thesis at the chair of Prof. Dr. Reto Hofstetter can be found on the [website of the chair](#).

The **master thesis** is an empirical work. The requirement for writing the master's thesis at the chair of Prof. Dr. Reto Hofstetter is the attendance of the research seminar in marketing, which is held every autumn semester. It is possible to attend the seminar parallel to writing the paper.

Topics and research focus: Melanie Clegg (English language preferred, German possible upon consultation)

1. **Dynamic and personalized pricing:** How do consumers perceive dynamic and personalized pricing practices? (Literature overview and conceptualization in Semester- and Bachelor thesis)
2. **Consumer perceptions of artificial intelligence:** How is artificial intelligence perceived by consumers? (Structured literature overview in Semester- and Bachelor thesis)
3. **Sharing and liking on social media:** What influences consumers' likelihood to share or like content on social media? (Structured literature overview in Semester- and Bachelor thesis)
4. **Artificial intelligence and creativity:** How can an algorithm / an artificial intelligence be creative? How can artificial / algorithmic creativity be distinguished from human creativity? How do consumers react on artificial / algorithmic creativity? (Complex, requires own restriction of focus; Semester-, Bachelor-, Master thesis).
5. **Originality in the generation and perception of social media content:** How original should content on social media be? (Conduction of empirical work and behavioral experiments required: Master thesis, Bachelor thesis upon consultation)
6. **Filter use on social media content:** How does the use of (beauty) filters affect consumer perceptions of other users and their content? (Conduction of empirical work and behavioral experiments required: Master thesis, Bachelor thesis upon consultation)
7. **Single-paper meta analysis:** Background and application of this statistical method in marketing papers (Semester-, Bachelor-, Master thesis).

- 8. Practical Thesis:** In collaboration with firms, students get the opportunity to write a practical master thesis. Students should already be in contact with a firm. Topics should be related to digital marketing and technology and marketing. Please consult digitalmarketing@unilu.ch to receive further information.

Topics and research focus: David Finken (English language preferred, German possible upon consultation)

- 1. Behavioural biases:** Behavioural biases in virtual environments (Bachelor- or Masterthesis).
- 2. Augmented Reality for product presentation:** Impact of various product presentation formats (2D, 3D, Video, Augmented Reality) on downstream consequences (consumer preference, consumer choice, product satisfaction) in Commerce / M-Commerce (Bachelor- or Masterthesis).
- 3. Augmented Reality:** What happens in customers' minds when interacting with Augmented Reality product presentation (Semester-, Bachelor- or Masterthesis)?
- 4. Augmented Reality & Perceived ownership:** Why and under what conditions do consumer perceive ownership for products presented in Augmented Reality? (Bachelor- or Masterthesis).
- 5. Augmented Reality:** Is product presentation always beneficial for e-commerce? A structured analysis of possible adverse effect of Augmented Reality product presentation (Semester-, Bachelor- or Masterthesis)?
- 6. Product Typologies:** A state of the art literature review on classifying various product typologies and its impact on consumer downstream consequences (Semester-, Bachelorthesis)?
- 7. Pricing:** How to overcome biases in measuring customer's willingness to pay? (Semester-, Bachelor- or Masterthesis).
- 8. Payment methods:** Does consumers' payment method affect cognitive and/or behavioral outcome variables (Semester-, Bachelor- or Masterthesis)?
- 9. Practical Thesis:** Students can also write a practical master thesis. Students should already be in contact with a firm and a supervisor in the respective company. Topics should be related to digital marketing, technology marketing and or preference measurement (e.g., Conjoint -or Choice-based Conjoint analysis). Please consult digitalmarketing@unilu.ch to receive further information.