

Lucerne, 23. Februar 2023

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.

Please note: The outlined topics are high-level topics and will be further specified after consultation with the respective scientific assistant.

Topics and research focus: Lucas Nann (English language only)

- 1. Feedback on Social Media:** A state of the art literature review about the topic. What is feedback on Social Media? How does feedback affect the content creators? How does feedback to branded content affect the content creators?
- 2. Psychological Ownership & NFTs/Digital Goods:** Psychological ownership is different from legal ownership. There are different aspects that can lead to feelings of ownership. The introduction of blockchain technology (e.g., NFTs) made it possible to own digital goods. What are possible consequences of that development for psychological ownership? How is it different from psychological ownership of physical goods?
- 3. NFTs and events:** How do NFTs change the perception of events? (e.g. if they are used as tickets or handed out as souvenirs) Topic will be further specified after consultation.
- 4. NFTs and real objects:** The next trend is that NFTs are used in combination with physical objects. How does that change the value and perception of these objects? Topic will be further specified after consultation.
- 5. Brand authenticity/authenticity on social media:** Literature review on the topic or empirical work in this area possible. Open to discuss your research questions in this area.

Topics and research focus: Felix Schakols (English language only)

1. **Decision Making:** What are relevant biases in (managerial) decision making and how can they be overcome? Focus on idea selection by managers in crowdsourcing and AI contexts. Topic will be further specified after consultation.
2. **Pricing:** How to overcome biases in measuring customer's willingness to pay? Topic will be further specified after consultation.

Topics and research focus: Peter Giger (English language only)

I'm open for topics/suggestions at the intersection between marketing and computer science. Here are some examples:

1. **Data Science** Use machine learning to extract features (e. g. brands on an image) and use them to answer research questions (e.g. should an influencer promote only a single brand or multiple brands?)
2. **Influencer Marketing** What are the best poses on Instagram? How can one increase their followers count over time?

Topics will be further specified after consultation.