

Lucerne, 21. September 2022

Topics for research papers – Chair of Digital Marketing

Preliminary remark: Our chair is on a research semester in fall 2022. We have very limited capacity to supervise research papers. Thank you for your understanding!

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. NFTs and competence:** How do NFTs influence the perceived competence of owners? Topic will be further specified after consultation.
- 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.

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

- 1. Hybrid Creativity:** How does AI affect the creativity of consumers? Topic will be further specified after consultation.

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

- 1. What are effective marketing methods for AI-Algorithms?** Most AI-algorithms are "black-boxes" and performance evaluation can be tricky, especially for consumers. Thus, what are good methods for "selling" AI-algorithms to customers (e.g. object detection, self-driving cars)? For example, is showing a benchmark better than showing a positive example? What is the influence of the brand? Does sharing the code increase the trust in the system? Topic will be further specified after consultation.
- 2. Instagram Influencer Marketing** What are the best poses on Instagram? How can one increase their followers count over time? Topic will be further specified after consultation.

Topics and research focus: Alessio Levis (English language only)

- 1. Different evaluations of influencers by private users vs. brands?** How do private users differ from brands/companies when judging influencers? Are influencers with a high engagement (lots of likes and followers) generally suitable for influencer marketing? How can influencers that, for example, collect many likes by displaying little clothing or posting shocking content be reconciled with a company's marketing campaign? What are the risks for influencers? Furthermore, what are the risks for brands?