

Lucerne, 26. Februar 2024

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 & research focus: Lucas Nann (English only; Topics will be further specified after consultation)

1. **(Psychological) Ownership of (Digital) Goods (e.g., NFTs):** Psychological ownership is distinct from legal ownership. There are numerous antecedents that can result in feelings of ownership. With the introduction of blockchain technology, it became possible to also own digital goods (e.g., NFTs). What potential effects might that development have on psychological ownership? What distinguishes psychological ownership of digital goods from psychological ownership of material goods? What effects would using owned goods for a task have compared to using a non-owned good for the same task (with high or low psychological ownership)?
2. **Tokenized Crowdfunding:** There are a number of exciting marketing opportunities provided by blockchain technology. For instance, it can be applied to crowdfunding. The items can be further traded after the initial purchase, which is different from traditional crowdfunding. How does this impact consumers who want to invest in crowdfunding?
3. **Consumer Collecting:** A particular type of consumer behavior called collecting involves acquiring a variety of items to create a set. Various factors can be used to define a set. There hasn't been a lot of empirical study done on collecting. By conducting empirical research on collecting, this topic seeks to advance that.
4. **Topics related to augmented reality (AR):** AR has transformed the way consumers can examine products online by overlaying virtual objects onto the consumer's actual environment. If you're interested in this domain, you have the following options:
 - 4.1 Topic suggestion: How does presenting products in AR affect **luxury** brands?
 - 4.2 Propose another topic including AR.

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

1. **Pricing (Improving the Price Sensitivity Meter):** The Price Sensitivity Meter (PSM) is a method to elicit price perceptions for products and services from the perspective of the consumer. Although PSM has faced criticism, it continues to enjoy popularity in both academia and business. Nevertheless, the method falls short in providing accurate recommendations regarding demand, revenues, and profit. Numerous studies have attempted to modify PSM to address these fundamental aspects of managerial concern. However, these alterations introduce their own challenges and lack proper validation.

Your research (Semester-, Bachelor- or Master thesis) can explore this issue by focusing on **one** of the following topics:

- 1.1. Creating a literature review that summarizes the history and attempts of modifying and improving PSM. This should include a proposal (i.e. where you would start to improve PSM) for a feasible improved PSM model (Semester thesis).
- 1.2. Creating a literature review about PSM's usage. In which contexts and domains (i.e. type of industry, etc.) was PSM used in the past? Where was it particularly successful? This literature review should also focus on PSM's deployments in recent years (Semester thesis).
- 1.3. Helping to further develop our own improved PSM model of our chair. Topic will be further specified after consultation (only for Bachelor or Master thesis).

Literature to get started:

- Van Westendorp, P. H. (1976, September). NSS Price Sensitivity Meter (PSM)—A new approach to study consumer perception of prices. In *Proceedings of the 29th ESOMAR Congress* (Vol. 139167). (Source: contact felix.schakols@unilu.ch)
- Miller, J., Newton, D., Smith, P. (1993). A Market Acceptance Extension to Traditional Price Sensitivity Measurement. *Proceedings of the AMA ART Forum* June 14th, 1993. (Source: contact felix.schakols@unilu.ch)
- Reinecke, S., Mühlmeier, S., & Fischer, P. M. (2009). Die van Westendorp-Methode: Ein zu Unrecht vernachlässigtes Verfahren zur Ermittlung der Zahlungsbereitschaft. *Wirtschaftswissenschaftliches Studium*, 38(2), 97-100. (Source: <https://www.alexandria.unisg.ch/server/api/core/bitstreams/5cf4378e-f45e-4cae-8d0a-8e2889e23e2a/content>)
- Roll, O., Achterberg, L. H., & Herbert, K. G. (2010). Innovative approaches to analyzing the Price Sensitivity Meter: Results of an international comparative study. *Laurea Publications A* 72, 181. (Source: <https://core.ac.uk/download/pdf/45602339.pdf#page=182>)

2. **Crowdsourcing & Creativity (Idea selection and evaluation in innovation):** Crowdsourcing, ideation tournaments, and generative AI (such as chatGPT) offer managers and firms an abundance of fresh ideas. With the prevalence of new ideas, the concept of "idea inflation" arises, where ideas have become increasingly common and plentiful. As a result, managers are no longer confronted with a scarcity of ideas but instead face a different challenge: the selection of the most promising idea. How can one effectively evaluate and compare this vast pool of ideas to make the optimal choice?

Your research (Semester-, Bachelor- or Master thesis) can explore this issue by focusing on **one** of the following topics:

A comprehensive literature review that examines the historical and current landscape of "idea selection" within the fields of innovation, crowdsourcing, and creativity. This review should identify key challenges associated with idea selection and propose potential remedies. (Semester thesis).
In addition to a comprehensive literature review the thesis will include an empirical investigation into the effect of idea similarity on evaluation. The topic will be further specified after consultation (only for Bachelor or Master thesis).

Literature to get started:

- Bell, J. J., Pescher, C., Tellis, G. J., & Füller, J. (2023). Can AI help in ideation? A theory-based model for idea screening in crowdsourcing contests. *Marketing Science*. (Source: https://pubsonline.informs.org/doi/pdf/10.1287/mksc.2023.1434?casa_token=u0D60k_MlnwAAAAA:-3WosnFZjSwXfEAvpPuDto_LvxF4J_ITJyQhO1_4I16UQmjr41IbqP-nNxPgToN6QM95KVbu0Pgtxg)
- Brucks, M. S., & Levav, J. (2022). Virtual communication curbs creative idea generation. *Nature*, 605(7908), 108-112. (Source: <https://www.nature.com/articles/s41586-022-04643-y>)
- Sukhov, A., Sihvonen, A., Netz, J., Magnusson, P., & Olsson, L. E. (2021). How experts screen ideas: The complex interplay of intuition, analysis and sensemaking. *Journal of Product Innovation Management*, 38(2), 248-270. (Source: <https://onlinelibrary.wiley.com/doi/pdf/10.1111/jpim.12559>)
- Boudreau, K. J., Guinan, E. C., Lakhani, K. R., & Riedl, C. (2016). Looking across and looking beyond the knowledge frontier: Intellectual distance, novelty, and resource allocation in science. *Management science*, 62(10), 2765-2783. (Source: <https://pubsonline.informs.org/doi/pdf/10.1287/mnsc.2015.2285>)

Topics & research focus: Peter Giger (English only; Topics will be further specified after consultation)

I'm open to topics/suggestions at the intersection of marketing and computer science. The **research methodology** involves the systematic collection of **secondary data** (e.g., from NFT platforms, online marketplaces such as Galaxus, social media sites, etc.) using **web scraping** techniques. Subsequently, the data is analyzed using **statistical techniques** such as regression analysis, **time-series modeling**, or **machine learning** to identify trends, correlations, and causal relationships.

My main research focus is on NFTs and influencer marketing, but **I'm also interested in hearing about other topics you might suggest**. Here are some **examples of my topics**:

- 1. NFT Pricing Analysis: Investigating the Factors Influencing NFT Prices**
Explore the determinants affecting NFT prices and propose a quantitative framework for evaluation. Utilize secondary data sources, such as web scraping, to empirically examine a hypothesis of your choice, e.g., assessing the impact of Twitter activity on NFT prices.
- 2. Visual Rarity Assessment in NFTs: Evaluating the Significance of Visual Attributes**
Assess the importance of visual characteristics in NFTs by using machine learning techniques to extract image features. Then, employ statistical methods to find patterns in the data.
- 3. Burning NFTs: Analyzing the Impact of NFT Destruction on Value**
Investigate whether burning NFTs, particularly those of greater rarity, can influence the value of the remaining NFTs. For instance, can one collect 10 NFTs from one trait and burn 9 of them to increase their value, and if so, by how much? Use secondary or experimental data to address the research question.
- 4. Content Analysis of TikTok Ads: Understanding Variations in Content**
Examine the content of TikTok ads and identify differences among them using machine learning methods. Analyze a given dataset comprising 10,000 TikTok ad videos to discern patterns and variations in content.
- 5. Predicting TikTok Ad Performance: Identifying Factors Influencing Ad Success**
Explore the differences among TikTok ads and identify predictors of their performance metrics such as likes and click-through rates (CTR). Utilize machine learning techniques to analyze a given dataset of 10,000 TikTok ad videos and predict their performance based on various factors.

Topics will be further specified after consultation.