

Topics Bachelor Thesis Chair of Marketing – SS 2024

Important notes:

1. You are allowed to work on each topic either in German or English.
2. Please apply via the faculty's central application process (see E-Learning: <https://elearning.ovgu.de/course/view.php?id=15959>)



No.	Topic	Category	Advisor
I	Consumer Price Knowledge and its Link to Chronic Motivations and Personality	Quantitative Offline Survey	Prof. Dr. Marcel Lichters
II	Overview of Ways to Improve Survey Data Quality	Literature Review	Joshua Schramm
III	Incentive-aligned Conjoint Analysis – An Overview	Literature Review	Joshua Schramm
IV	An Overview of Ways to Make Choice-Based Conjoint Adaptive	Literature Review	Joshua Schramm
V	An overview of Research on second-hand products in the Marketing Literature: A Systematic Literature Review	Literature Review	Martina Schöninger
VI	The State of the Art of Crowdfunding Research in Marketing: A Systematic Literature Review	Literature Review	Martina Schöninger
VII	Nudging Sustainable Consumer Behavior: A Systematic Literature Review	Literature Review	Martina Schöninger
VIII	The Influence of Caffeine on Temporal Discounting	Quantitative Online Experiment	Felix Lang
IX	The Influence of Sustainability Labels on Consumer Behavior	Literature Review	Felix Lang
X	Temporal Discounting in Marketing	Literature Review	Felix Lang