

## Bachelor Theses at the Chair of Marketing and Innovation in the winter semester 2025 (Round 2)



Topics and Selection Process

- Target group

Anyone who would like to start their Bachelor's thesis at the Chair of Marketing and Innovation in the winter semester 2025.

- Formal requirements (see study and examination regulations)

- Proper studies
- Enrollment in the Bachelor's degree program "BAE" or "Kuwi/ICBS"
- Proof of the acquisition of at least 80 ECTS credit points in the modules prescribed in Section 19 (1) to (4) (StuPO B.Sc. BAE) or at least 96 ECTS credit points in accordance with Section 13 (StuPO B.A. Kuwi/ICBS).

- Recommended prerequisites

- At least one seminar certificate in the field of marketing
- Attendance at at least two marketing events

- Number of places:

Only a limited number of Bachelor's theses are awarded. This makes a selection process necessary.

- Required documents:

- Application form
- Short letter of motivation outlining suitability and skills for final thesis
- Short curriculum vitae (one page)
- High school diploma with overall grade point average
- Current overview of grades in the Bachelor's program and provisional overall grade (HisQis printout)
- Please send documents in **one** PDF file, labeled with **Lastname\_Application\_BA** to: [nour.mohamed@uni-passau.de](mailto:nour.mohamed@uni-passau.de)
- **No photographed documents**, please use a scanner!

- Selection mechanism:

- Best applicant principle, i.e. the best performing applicants are considered first.
- Students who are only missing their final thesis are asked to indicate this in their application
- If demand exceeds supply, students from the Faculty of Business Administration and Economics are usually considered first.

What?	When?
Topics online	End of March/ Beginning of April 2025
Application deadline	<b>By Sunday 13.04.2025, 11:00 a.m. at the latest</b>
Announcement of the first acceptances	Tuesday 15.04.2025
Deadline for accepting the topics offered	Until Thursday 17.04.2025, 11 a.m.
Move-up procedure (2nd round of acceptances)	Until Wednesday 23.04.2025, 11:00 a.m.
Final rejections	Wednesday 23.04.2025
Joint kick-off	Wednesday 30.04.2025 (In presence; room details to follow)
Exposé consultation & start and registration date	Wednesday 18.06.2025
Interim presentation	Expected Thursday 03.07.2025 (In presence; room details to follow)
Submission of the Bachelor thesis	Expected end of August 2025/ Beginning of September (2 months after registration, the date in the letter from the examination office is decisive)

- It is recommended to work on one of the topics advertised by the chair. A list of the topics offered can be found on the following charts. Applicants should indicate **at least three** desired topics and prioritize them. The allocation of topics is again based on **the best applicant principle, i.e.** the best applicant gets his or her wish fulfilled first, then the second-best applicant and so on.
- Topics are **not assigned twice, i.e.** a participant can also be assigned a topic that he or she has not explicitly stated as a desired topic.
- Once the topics have been assigned, we will give you time to consider whether to accept the topic. Acceptance is binding for us, later rejection is no longer possible.
- Alternatively, students can also **suggest their own topics**. However, these are **exclusively literature papers** that review the current state of research on a topic. The topic should also fall within the research focus areas of the chair (technology & innovation, online marketing, customer management, international marketing).
- Your proposed topic should be described in an **exposé of no more than one page** (relevance, research questions, initial literature review). The chair holder decides without further consultation whether the topic can be approved for a Bachelor's thesis. Applicants should therefore also indicate whether they would like to work on topics from the list if their own topic is not approved or whether they would prefer not to write a Bachelor's thesis at the chair.

## ***1. Mass Customization – Erfolgsfaktoren und Herausforderungen bei der Individualisierung von Produkten***

Während standardisierte Produkte lange Zeit den Markt dominierten, gewinnt die Nachfrage nach individualisierten Angeboten zunehmend an Bedeutung. Konsumentinnen legen mittlerweile immer mehr Wert auf maßgeschneiderte, kundenindividuelle Produkte. Durch das Internet haben sich neue Möglichkeiten eröffnet, die es Kundinnen erlauben, Produkte oder Services nach ihren eigenen Vorstellungen zu konfigurieren. Dies hat dazu geführt, dass immer mehr Unternehmen individualisierbare Angebote in ihr Portfolio aufnehmen – von Schuhen über Mobilfunktarife bis hin zu Fahrzeugen.

Ein zentraler Begriff in diesem Zusammenhang ist Mass Customization, die Verbindung von Massenproduktion mit kundenspezifischer Individualisierung. Dieses Konzept bringt sowohl Chancen als auch Herausforderungen für Unternehmen und Verbraucher mit sich. Doch wie sollten Unternehmen ihre Mass Customization-Strategie gestalten, um erfolgreich zu sein? Welche Faktoren beeinflussen die Kundenzufriedenheit und betriebswirtschaftliche Effizienz?

Mit dieser und weiteren Fragen setzt sich die Bachelorarbeit auseinander. Ziel dieser Bachelorarbeit ist es also, den aktuellen Stand der Forschung zu Mass Customization systematisch zu analysieren und darzustellen. Dazu sollen relevante wissenschaftliche Quellen identifiziert, hinsichtlich geeigneter Kriterien klassifiziert werden.

### ***2. „Von Innovation zur Adoption – Technologieakzeptanz als Faktor für einen erfolgreichen Markthochlauf“***

Neue Technologien haben das Potenzial, Märkte zu revolutionieren – doch nicht jede Innovation setzt sich durch. Während einige technologische Produkte schnell Akzeptanz finden und erfolgreich skaliert werden, scheitern andere am Widerstand der KonsumentInnen. Entscheidend für den Markthochlauf ist die Frage, wie potenzielle NutzerInnen neue Technologien wahrnehmen und welche Faktoren ihre Akzeptanz fördern oder hemmen.

Nicht nur in der Praxis ist dieses Thema relevant, da Unternehmen gezielt Strategien zur Marktdurchdringung entwickeln müssen, sondern auch die Forschung beschäftigt sich intensiv mit der Diffusion neuer Technologien und den verschiedenen Einflussfaktoren auf die Nutzerakzeptanz.

An dieser Stelle setzt die vorliegende Bachelorarbeit an. Ziel ist es, zentrale Erfolgsfaktoren für die Technologieakzeptanz neuer technologiebasierter Produkte anhand einer umfassenden Literaturrecherche zu identifizieren und systematisch zu klassifizieren.

### ***3. The Role of Artificial Intelligence in Enhancing Online Customer Engagement: A Literature Review***

The growing use of artificial intelligence (AI) is transforming how businesses manage and analyze vast amounts of data in real time. AI integration into marketing processes has opened new opportunities for businesses and attracted significant interest from both practitioners and researchers (Van Doorn et al., 2017). The integration of AI have been generally shown to improve marketing strategies by enabling advanced data processing, customer segmentation, and personalized interactions. For instance, AI can analyze social media user behavior (Culotta et al., 2015), optimize sales strategies, and enhance customer experiences (Syam & Sharma, 2018). While much of the existing research focuses on consumer responses to AI, there remains significant potential to explore how AI-driven technologies can facilitate online customer engagement.

This bachelor thesis aims to provide a comprehensive literature review on the AI-driven strategies for improving customer engagement. The focus will be on identifying key themes to AI applications in customer engagement. By synthesizing existing research, this thesis will provide an overview of how AI technologies influence online customer engagement. The findings will highlight both the opportunities and limitations of AI in this domain and suggest areas for future research.

*N.B. This topic is only offered in English*



### ***4. Understanding the Drivers of Information Disclosure: A Literature Review***

In the digital age, individuals disclose vast amounts of personal information across various touchpoints. Understanding the drivers behind individuals' decisions to share or withhold their data has become a critical area of research, with significant implications for both theory and practice. Current literature predominantly focuses on consumer-related factors (e.g., privacy concerns) and cognitive processes that influence disclosure decisions. However, less attention has been paid to the role of contextual factors and nudging techniques that shape disclosure behavior at the moment of decision-making. Nudging refers to subtle interventions within the choice environment that steer individuals toward a particular decision. In digital contexts, nudging techniques—such as default settings, visual cues, and framing effects—can influence users' privacy and disclosure behaviors. Given that digital environments actively shape consumer choice through these techniques, a deeper understanding of these situational influences is crucial.

This thesis aims to conduct a literature review that synthesizes research on these overlooked aspects, offering a clearer picture of the current state of research regarding contextual factors and classifying the nudging techniques identified in existing studies.

*N.B. This topic is only offered in English*

### ***3. The Impact of AI-Powered Personalization on Brand Perception: A Literature Review***

In today's competitive market, the effective use of AI-powered personalization is crucial for brands seeking to enhance consumer perceptions and build lasting relationships. Key elements such as customized recommendations, targeted messaging, and dynamic content play vital roles in creating positive consumer interactions. For instance, AI-driven algorithms can analyze consumer behavior to provide personalized product suggestions, enhancing engagement and fostering loyalty. This level of personalization not only makes consumers feel understood but also strengthens their connection with the brand. However, several challenges can undermine consumer trust in AI-powered personalization. Concerns about data privacy and security may leave consumers apprehensive about how their information is used, while perceptions of being overly targeted can lead to feelings of discomfort. Additionally, issues related to algorithmic bias can create doubts about the fairness and inclusivity of personalized marketing efforts, potentially harming a brand's reputation.

This research topic aims to explore the various factors influencing how consumers perceive and interact with brands utilizing AI-powered personalization. Specifically, it will examine what enhances brand perception and what detracts from it in the context of personalized marketing strategies. By understanding these dynamics, researchers and practitioners can gain valuable insights that help brands effectively leverage AI personalization to build positive consumer relationships and enhance brand equity.

*N.B. This topic is only offered in English*

If you have any questions, please contact:

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