

33901 Seminar: Masterseminar Marketing

Wintersemester 2022/2023

Thema	Artikel
1	(De-)Stigmatization of Women in Marketing: A Systematic Literature Review
2	From Exclusion to Inclusion of Disabled in Marketing: A Systematic Literature Review
3	How Displays of Diverse Body Types Affect Consumers – A Systematic Literature Review
4	How Marketing Activities Affect Calorie Estimation – A Systematic Literature Review
5	How Service Robots are Transforming Traditional Retail – A Systematic Literature Review
6	How Mobile Devices are Changing Retail – A Systematic Literature Review
7	The Impact of Crises on the Internationalization Process of MNEs: A Systematic Literature Review
8	The Impact of Digitalization on the Path to International Operations: A Systematic Literature Review