

Bernd Skiera

**Procedure to Write a Bachelor Thesis at the Chair of
Electronic Commerce**

Prof. Dr. Bernd Skiera, Chair of Electronic Commerce, Department of Marketing, Faculty of Economics and Business, Goethe University Frankfurt, Theodor-W.-Adorno-Platz 4, 60629 Frankfurt, Germany, Phone +49-69-798-34649, email: skiera@wiwi.uni-frankfurt.de.

Table of Contents

1	General Information	1
1.1	Information from the Examination Office	1
1.2	List of Deadlines for a Bachelor Thesis	1
1.3	Notes on Writing a Bachelor Thesis	1
1.4	Evaluation Template for a Bachelor Thesis	1
2	Application and Assignment Procedure for a Bachelor Thesis	1
2.1	Step 1: Register via QIS	2
2.2	Step 2: Receive Information about the Initial Meeting and Workshop	2
2.3	Two Events Take Place (7-14 Days Apart).....	3
2.3.1	Initial Meeting	3
2.3.2	Workshop	3
2.4	Step 3: Propose the Topic of your Bachelor Thesis	4
2.5	Step 4: Receive Information About the Topic of Your Bachelor Thesis and Your Supervisor.....	4
2.6	Step 5: Arrange the First Meeting with Your Supervisor	4
3	Toolkit / Prerequisites	5

1 General Information

1.1 Information from the Examination Office

General information for writing a bachelor (and master) thesis from the Examination Office is available under the [“FAQ” \(in German\) section of their webpage](#) and then under “Bachelorarbeit anmelden, wie geht das?” (How do I register my bachelor thesis?) and “Masterarbeit anmelden, wie geht das?” (How do I register my master thesis?).

Please note: We will not accept bachelor theses outside the central QIS assignment procedure.

1.2 List of Deadlines for a Bachelor Thesis

Current deadlines for a bachelor thesis are available at this [link](#).

1.3 Notes on Writing a Bachelor Thesis

Notes on writing a bachelor thesis and a sample file of the Marketing Department are available on [this webpage](#).

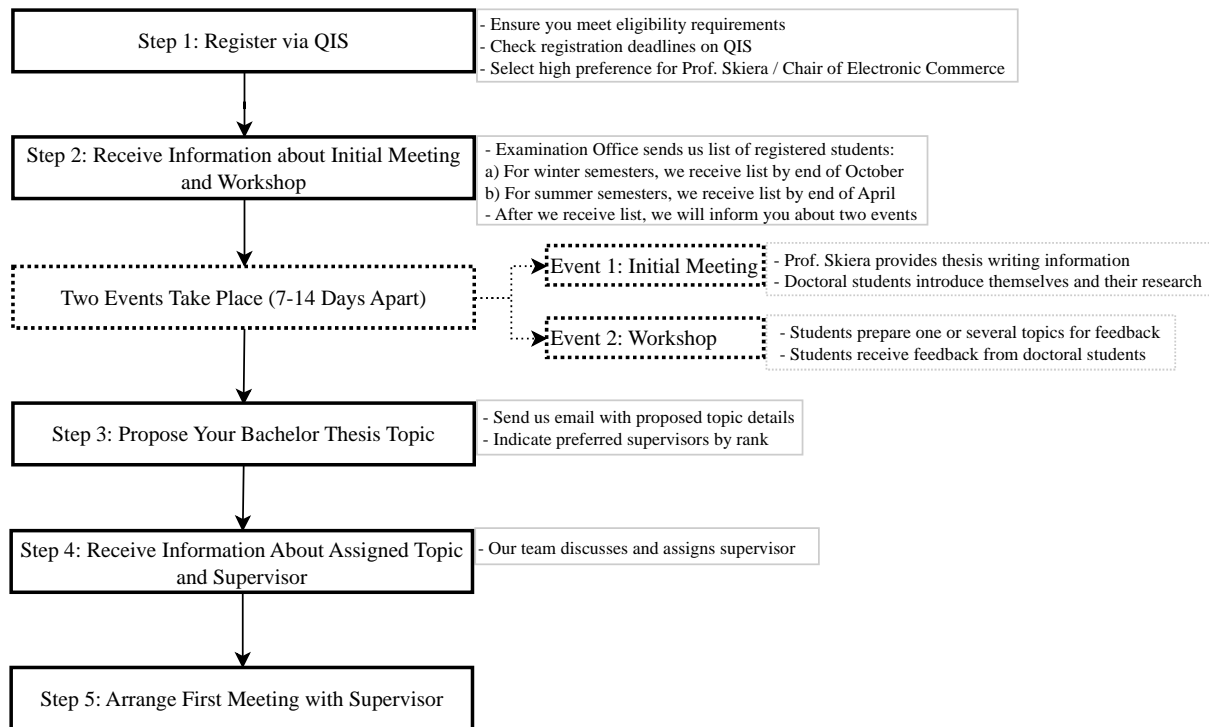
1.4 Evaluation Template for a Bachelor Thesis

One of the first points of reference for grading a bachelor thesis is the evaluation template, available [here](#).

2 Application and Assignment Procedure for a Bachelor Thesis

Figure 1 below provides an overview of the application and assignment procedure for the bachelor thesis. We describe the procedure in more detail in the following sections.

Figure 1: Overview of the Application and Assignment Procedure for Bachelor Thesis



2.1 Step 1: Register via QIS

You must meet the eligibility requirements for writing a thesis at the Faculty of Business and Economics (FB02). Ensure you have fulfilled all coursework requirements before applying via QIS. Please check QIS for the respective registration deadlines. On QIS, you can list a preference for the Chair at whom you would like to write your thesis. Select a preference for Prof. Skiera / Chair of Electronic Commerce, if you want him and his team to supervise you.

In summary, register for a bachelor thesis before the registration deadline via QIS and select Prof. Dr. Bernd Skiera as your supervisor.

2.2 Step 2: Receive Information about the Initial Meeting and Workshop

After the registration deadline, we will receive the list of students we will supervise from the Examination Office. The Examination Office sends us that list by the end of October (in the winter semester) and April (in the summer semester).

We will contact you at your student email address (xxx@stud.uni-frankfurt.de) to inform you when and where the two events – explained in the following subsections – will occur after we receive the list of all successful registrations from the Examination Office.

Please note: If you cannot participate in the events, please contact Mujgan Shakib (shakib@wiwi.uni-frankfurt.de)

2.3 Two Events Take Place (7-14 Days Apart)

2.3.1 Initial Meeting

To prepare you optimally for your bachelor thesis, Professor Skiera will offer an initial meeting to provide information on writing a bachelor thesis. Professor Skiera will guide you through the document “Hinweise_Studienarbeit_2023_04_25.pdf”, which you can also find [here](#).

Afterward, the supervising doctoral students will introduce themselves and provide you with information about their research interests and the data sets they use to provide insights on topics they might consider attractive. You can stick to those ideas or come up with entirely different topics. These topics, however, should fit into the area of electronic commerce, online marketing, or social media marketing.

Please note: You can, but do not have to, participate in the event, but you should familiarize yourself with the document’s content and instructions for writing a bachelor thesis.

2.3.2 Workshop

A workshop will occur 7-14 days after the initial meeting to prepare you further for your bachelor thesis. The supervising doctoral students will run the workshop.

This workshop will allow you to discuss your ideas about a topic for your bachelor thesis with the supervising doctoral students. This discussion should help refine your ideas before you propose your topic for the bachelor thesis.

We advise you to prepare at least one topic for the workshop, which you can discuss with the doctoral students and receive their (hopefully constructive) feedback.

Please note: Participation in the workshop is voluntary.

2.4 Step 3: Propose the Topic of your Bachelor Thesis

After the two events, you should be ready to propose the topic for your bachelor thesis. To do so, send an email to Mujgan Shakib (shakib@wiwi.uni-frankfurt.de) with a file (Template-Topic-Bachelor-Thesis) in which you briefly explain your proposed topic.

Alongside your bachelor thesis proposal, provide a rank order of your preferred supervisor, from 1 (most preferred supervisor) to 5 (least preferred supervisor). Our team of doctoral students (i.e., supervisors) changes each semester. Thus, there might be more or fewer available supervisors each semester. You will be able to meet and receive a glimpse of their research at the initial meeting and the workshop.

Please note: We prefer that you propose and write your bachelor's thesis in English. We recommend you still attempt to participate in the two events. Your proposed topic should fit into the area of electronic commerce, online marketing, or social media marketing. Additionally, we suggest that the bachelor thesis contains an empirical part.

2.5 Step 4: Receive Information About the Topic of Your Bachelor Thesis and Your Supervisor

After receiving your bachelor thesis topic, our team will discuss it internally. Afterward, you will receive information from us about who will supervise your thesis.

2.6 Step 5: Arrange the First Meeting with Your Supervisor

Then, you should arrange the first meeting with your supervisor as soon as possible.

Please note: We can only guarantee your supervisor's availability during the respective semester.

3 Toolkit / Prerequisites

During your bachelor studies, you acquired knowledge in a series of courses that enabled you to work empirically. For many years, Professor Skiera has taught Econometrics in Management (formerly Marketing 2: Marketing Analytics; BOEM, formerly PMAR), a compulsory course for those specializing in management. In this course, you learned how to work with the R/RStudio software and apply econometric methods such as regression or logistic regression analyses. We expect you to have such knowledge, although you are also welcome to use other software, e.g., Python or Stata.