

Bachelorarbeiten

Vergabeverfahren und Themen

Lehrstuhl für Electronic Commerce
Prof. Dr. Bernd Skiera

Allgemeine Hinweise

Allgemeine Hinweise zu den Voraussetzungen zur Bearbeitung von Bachelorarbeiten finden Sie unter:

<http://www.wiwi.uni-frankfurt.de/studium/studierende/pruefungsorganisation/allgemeine-informationen/bachelorarbeit.html>

Bitte beachten Sie: Es findet keine Vergabe von Abschlussarbeitsplätzen außerhalb des zentralen QIS-Vergabeverfahrens statt!

Fristen

Aktuelle Fristen finden Sie unter:

<http://www.wiwi.uni-frankfurt.de/studium/studierende/pruefungsorganisation/pruefungen/fristen.html>

Bearbeitungshinweise

Hinweise zum Bearbeiten von Bachelorarbeiten sowie eine Musterdatei des Marketing Schwerpunkts finden Sie unter:

<http://www.marketing.uni-frankfurt.de/studium/anleitung-zum-wissenschaftlichen-arbeiten.html>

Bewertungsvorlage

Ein erster Anhaltspunkt für die Benotung der Bachelorarbeiten ergibt sich aus folgendem Bewertungsschlüssel:

https://www.marketing.uni-frankfurt.de/fileadmin/user_upload/dateien_abteilungen/abt_marketing/Dokumente/Bachelorarbeiten/Gutachten-Bachelorarbeit_Lehrstuhl_Skiera.pdf

Kontakt bei Fragen zur Vergabe der Bachelorarbeiten

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1. Schritt: QIS Anmeldung

Melden Sie sich fristgerecht über das QIS-System für einen Bachelorarbeitsplatz an. Wählen Sie hier als Betreuer Prof. Dr. Bernd Skiera aus.

2. Schritt: Themenvergabe

Wenige Tage nach Anmeldeschluss erhalten wir vom Prüfungsamt die Liste aller erfolgreichen Anmeldungen. Wir werden Sie nun unter Ihrer Studenten-Email-Adresse (@stud.uni-frankfurt.de) kontaktieren um die Vergabe der Themen zu koordinieren. Per E-Mail werden wir Ihnen das genaue Vorgehen zur Vergabe der Themen detailliert erläutern. Die Details zur Vergabe der Themen finden Sie auch auf der nächsten Folie.

3. Schritt: Termin mit Betreuer

Vereinbaren Sie, zügig nachdem Ihnen Ihr Bachelorarbeitsthema mitgeteilt wurde, einen Termin mit Ihrem Betreuer.

Bitte beachten Sie: Für jedes auf der nächsten Folie ausgeschriebene Thema ist die Verfügbarkeit des jeweiligen Betreuers angegeben. Wir können die Betreuung durch Ihren Betreuer nur während des jeweiligen Semesters garantieren. Nach dem Ende des Semesters sollten Sie sich nicht auf Ihren Betreuer verlassen.

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Es gibt zwei Möglichkeiten für die Findung eines Bachelorarbeitsthemas:

1. Sie wählen ein vom Lehrstuhl vorgeschlagenes Bachelorarbeitsthema („Normalfall“)

Bitte treffen Sie in jedem Fall (auch wenn Sie ein eigenes Thema für Ihre Bachelorarbeit vorschlagen möchten) unter den nachfolgend ausgeschriebenen Themen ein Ranking Ihrer 5 Wunschthemen. Sie bekommen von uns, sofern möglich, ein Thema gemäß Ihrer Themenpräferenzen zugeteilt.

2. Sie schlagen ein eigenes Thema für Ihre Bachelorarbeit vor

Wenn Sie ein eigenes Thema bearbeiten möchten, schicken Sie uns eine Datei in der Sie kurz Ihren Themenvorschlag vorstellen. Erklären Sie auf dort (1) welches Problem Sie lösen möchten, (2) warum Ihr Problem interessant ist und (3) wie Sie das Problem lösen möchten (z.B. welche Daten Sie verwenden wollen). Ein guter Grund für die Verwendung eines eigenen Themas ist beispielsweise eine empirisch ausgerichtete Arbeit, die auf Daten aufbaut, die Ihnen zur Verfügung stehen. Wir sind grundsätzlich auch bereit Bachelorarbeiten zu betreuen, welche zum Ziel haben, die im Rahmen von Datamining-Wettbewerben ausgeschriebenen Problemstellungen zu lösen (Beispiel <https://www.kaggle.com/c/avazu-ctr-prediction>).

Ihren Themenvorschlag werde wir am Lehrstuhl diskutieren. Wenn wir Ihr vorgeschlagenes Thema für geeignet halten, können Sie es bearbeiten. Sollten wir Ihr vorgeschlagenes Thema für ungeeignet halten, bearbeiten Sie das Ihnen vom Lehrstuhl zugeteilte Thema.

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In ihrem Studium haben Sie in einer ganzen Reihe an Veranstaltungen Kenntnisse erhalten, die Ihnen das empirische Arbeiten ermöglichen.

Professor Skiera selbst unterrichtet seit vielen Jahren die Veranstaltung PMAR („Marketing Analytics“), die eine Pflichtveranstaltung für die Wahl des Schwerpunkts Management ist. In dieser Veranstaltung haben Sie das Arbeiten mit der Software R/RStudio sowie das Anwenden von Verfahren wie der linearen und der logistischen Regressionsanalyse kennengelernt. Wir erwarten, dass Sie über derartige Kenntnisse verfügen, wobei Sie auch gerne andere Software, z.B. Python oder Stata, einsetzen können.

Ohne ein gewisses empirisches Toolkit, wird Ihnen die Bearbeitung der meisten Themen schwer fallen.

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Ausgeschriebene Themen

Effective Advertising or Ad-Pocalypse? Analyzing User Response to Advertisements and Its Impact on Premium Purchases

Overview

In today's digital landscape, online ads are crucial in driving users towards premium subscriptions, as seen in platforms like Spotify and YouTube. These platforms offer enhanced experiences, including features like offline content, while emphasizing uninterrupted usage. The relationship between ad intrusiveness compared to added features on user willingness to subscribe can substantially influence companies' product design choices. Experimentation with ad frequency does not capture the interaction with different features unless specifically analyzed.

This thesis examines user behavior after seeing ads and its connection to premium subscription choices. The thesis aims to describe patterns illuminating user behavior by analyzing paywall interactions, purchase attempts, and ad frequency. The research employs a proprietary dataset to determine the impact of ad frequency on purchasing a premium subscription. Utilizing statistical tests, the research could provide insights beneficial for platform providers, assisting in adopting ad frequency and displaying premium offerings to users.

Requirements

- Motivation to explore insights through empirical customer data
- Fluency in econometrics with e.g., R or Python required for data analysis
- Passionate about working conceptually in the online advertising field

Language

English (preferred and recommended) / German

Literature

Cao, J., Chintagunta, P., & Li, S. (2022). From Free to Paid: Monetizing a Non-Advertising-Based App. *Journal of Marketing Research*, 60(4), 707–727. <https://doi.org/10.1177/00222437221131562>

Dinsmore, J. B., Swani, K., & Dugan, R. G. (2017). To “Free” Or Not to “Free”: Trait Predictors of Mobile App Purchasing Tendencies. *Psychology & Marketing*, 34(2), 227–244. <https://doi.org/10.1002/mar.20985>

Roma, P., & Ragaglia, D. (2016). Revenue Models, In-App Purchase, and the App Performance: Evidence From Apple's App Store and Google Play. *Electronic Commerce Research and Applications*, 17, 173–190. <https://doi.org/10.1016/j.elerap.2016.04.007>

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Bridging Perception and Preference: A Comparative Study of Human vs. AI-Generated Imagery in Marketing

Overview

Artificial intelligence (AI) technologies increasingly infiltrate e-commerce and marketing, with one application being the creation of visuals for advertisement. Yet, do consumers perceive a difference in quality between AI-generated and human-generated imagery? If AI-generated images are perceived as equal or superior to human-generated ones, it could signal a shift towards replacing human-generated processes in visual content creation. This thesis delves into whether humans can discern between images generated by AI and those created by humans, focusing on the quality of these images.

The research aims to design a survey comparing images from conventional marketing campaigns with those produced by advanced AI image generation software. The primary objective is to evaluate respondents' ability and its determinants to differentiate between these images and their perceived quality. This study's findings could provide insights into the implications of AI-generated imagery for marketing strategies and general AI integration in visual content creation.

Requirements

- Motivation to explore insights through consumer survey research
- Passionate about working conceptuality in the online advertising field
- Technically savvy and interested in sophisticated machine learning (stable diffusion)

Language

English (preferred and recommended) / German

Literature

Hartmann, J., Exner, Y., & Domdey, S. (2023, July 12). *The Power of Generative Marketing: Can Generative AI Reach Human-Level Visual Marketing Content?* Available at SSRN: <http://dx.doi.org/10.2139/ssrn.4597899>

Jansen, T., Heitmann, M., Reisenbichler, M., & Schweidel, D. A. (2023, January 1). *Automated Alignment: Guiding Visual Generative AI for Brand Building and Customer Engagement.* Available at SSRN: <https://doi.org/10.2139/ssrn.4656622>

Reisenbichler, M., Reutterer, T., Schweidel, D. A., & Dan, D. (2022). Frontiers: Supporting Content Marketing with Natural Language Generation. *Marketing Science*, 41(3), 441–452. <https://doi.org/10.1287/mksc.2022.1354>

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Crossing the Line: Unveiling When Consumer Perception in Online Marketing Targeting Shifts From Contextual to Personal

Overview

Personal targeting leverages an individual's data to tailor ads, enhances targeting opportunities in e-commerce (Sun et al., 2023), and yields better economic outcomes for publishers (Marotta, Abhishek, & Acquisti, 2019) and advertisers (Johnson, Shriver, & Du, 2020). However, it raises concerns regarding user privacy and the ethical use of personal data (Goldfarb & Tucker, 2012; Acquisti et al., 2015), sparking debates between regulators and industry lobbyists over personal vs. contextual targeting. Moreover, consumer's perception of targeting shifting from contextual to personalized can negatively impact its effectiveness (Tucker, 2014; Stone, 2010). Yet, the boundary between contextual and personal targeting remains undefined.

This research investigates consumers' perception of targeting in online ads and how this compares to legislative worries. The student should design and conduct a survey determining the perceived boundary between personal and contextual targeting. The [IAB TCF purpose categories](#) can be used for guidance. Identifying a boundary between those targeting types contributes to the discussion on balancing ad effectiveness and privacy, which could inform policy suggestions.

Requirements

- Motivation to explore insights through consumer survey research
- Interest in examining privacy policy

Language

English (preferred and recommended) / German

Literature

Johnson, G. A., Shriver, S. K., & Du, S. (2020). Consumer Privacy Choice in Online Advertising: Who Optes Out and at What Cost to Industry? *Marketing Science*, 39(1), 33–51.

<https://doi.org/10.1287/mksc.2019.1198>

Laub, R., Miller, K., & Skiera, B. (2023, October 20). *The Economic Value of User Tracking for Publishers*. Available at SSRN: <https://doi.org/10.2139/ssrn.4251233>

Marotta, V., Abhishek, V., & Acquisti, A. (2019). *Online Tracking and Publishers' Revenues: An Empirical Analysis*. Workshop on the Economics of Information Security. https://weis2019.econinfosec.org/wp-content/uploads/sites/6/2019/05/WEIS_2019_paper_38.pdf

Sun, T., Yuan, Z., Li, C., Zhang, K., & Xu, J. (2023). The Value of Personal Data in Internet Commerce: A High-Stakes Field Experiment on Data Regulation Policy. *Management Science*, 0(0). <https://doi.org/10.1287/mnsc.2023.4828>

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Beyond Perception: Investigating Advertising Visuals Through Human and Machine Eyes

Overview

In traditional advertising, an advertiser sets an objective to an agency or internal marketing team, leading to a campaign, including creating visuals. Understanding the campaign's success has been of interest to marketers for a long time (Eldridge, 1958; Mindak, 1956). One estimate is to survey the consumers' perception of the importance of a service or product's attributes (Subramaniam et al., 2006) and evaluate whether those perceptions are positive (Kreiner & Gamliel, 2017). The use of technologies, particularly in artificial intelligence (AI), might enable the evaluation of whether advertisers' objectives and consumers' perceptions match without conducting surveys. The thesis could evaluate whether that is feasible because it would make testing advertising campaigns less expensive. One approach is to compare consumers' perceptions of attributes from creatives with AI-generated labels from image recognition models (e.g., Amazon Recognition, Google Cloud Vision API, or others). The basic idea is to measure which attributes are recognized, if they are perceived as positive, and the importance of a purchasing decision. Employing Large Language Models (LLMs) to analyze responses and labels for themes or sentiments equivalently, the research tries to determine if AI analysis of visual content matches human judgment. Assessing to which degree the new technology matches survey responses can contribute to assessing the need for a campaign evaluation through surveys and thus increase iterations and campaign production processes.

Requirements

- Motivation to explore insights through consumer survey research
- Technically savvy and interested in sophisticated image recognition models
- Passionate about working in the online advertising field

Language

English (preferred and recommended) / German

Literature

Coulibaly, S., Kamsu-Foguem, B., Kamissoko, D., & Traore, D. (2022). Deep Convolution Neural Network Sharing for the Multi-Label Images Classification. *Machine Learning with Applications*, 10, 100422. <https://doi.org/10.1016/j.mlwa.2022.100422>

Koslow, S., Sasser, S. L., & Riordan, E. A. (2006). Do Marketers Get the Advertising They Need or the Advertising They Deserve? Agency Views of How Clients Influence Creativity. *Journal of Advertising*, 35(3), 81–101. <https://www.jstor.org/stable/20460742>

Kreiner, H., & Gamliel, E. (2017). The Role of Attention in Attribute Framing. *Journal of Behavioral Decision Making*, 31(3), 392–401. <https://doi.org/10.1002/bdm.2067>

Sriram, S., Chintagunta, P. K., & Neelamegham, R. (2016). Effects of Brand Preference, Product Attributes, and Marketing Mix Variables in Technology Product Markets. *Marketing Science*, 25(5), 440–456. <https://doi.org/10.1287/mksc.1050.0188>

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Impact of Basic Attention Tokens on Digital User Engagement

Overview

The Basic Attention Token (BAT), a blockchain-based decentralized token, addresses inefficiencies and privacy violations in the digital advertising industry. In theory, BAT redefines user engagement by compensating users for their attention and providing advertisers with better conversion and publishers with higher revenue. Yet, the practical effectiveness of this model remains uncertain, and there is a gap in empirical research regarding user perceptions of BAT existing in the literature. Do BATs effectively increase user engagement with advertising? One way to answer the research question is to conduct a questionnaire survey among users of digital platforms to collect data on their perceptions of the model and their willingness to adopt BAT, for example, and reveal insights into user attitudes towards this innovative model. The findings of the thesis have the potential to address the critical problem of monetizing publisher content while protecting user privacy.

Requirements

- High interest in the topic
- Willingness to collect and analyze the data
- Experience with statistical software (preferably Stata, R, Python)

Language

English

Literature

Brave. (2017, April 7). *Reducing Digital Ad Fraud: A New Deal with BAT*. Basic Attention Token. <https://basicattentiontoken.org/reducing-digital-ad-fraud/>

Brave. (2024, February 28). *Basic Attention Token*. <https://basicattentiontoken.org>

Gordon, B. R., Jerath, K., Katona, Z., Narayanan, S., Shin, J., & Wilbur, K. C. (2020). Inefficiencies in Digital Advertising Markets. *Journal of Marketing*, 85(1), 7–25. <https://doi.org/10.1177/0022242920913236>

Joo, M., Kim, S. H., Ghose, A., & Wilbur, K. C. (2023). Designing Distributed Ledger Technologies, Like Blockchain, for Advertising Markets. *International Journal of Research in Marketing*, 40(1), 12–21. <https://doi.org/10.1016/j.ijresmar.2022.08.004>

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Impact of Basic Attention Token Adoption on Market Performance

Overview

The Basic Attention Token (BAT), a blockchain-based decentralized token, addresses inefficiencies and privacy violations in the digital advertising industry. It operates within the Brave web browser. Given its role as a cryptocurrency within the digital advertising ecosystem, the adoption of BATs within Brave browsers has the potential to influence BAT's market performance significantly. This adoption could, in turn, impact how transactions are conducted between users, advertisers, and publishers.

What is the impact of the adoption of BATs on its market performance? One way to answer the question involves conducting regression analysis to examine the relationship between fluctuations in BAT's price and the number of active users and advertisers over time. For example, the student could use the dataset from [Flipside Crypto](#). The findings of the thesis may provide stakeholders with insights into the token's market dynamics and the potential benefits of BATs.

Requirements

- High interest in the topic
- Willingness to collect and analyze the data
- Experience with statistical software (preferably Stata, R, Python)

Language

English

Literature

Brave. (2017, April 7). *Reducing Digital Ad Fraud: A New Deal with BAT*. Basic Attention Token. <https://basicattentiontoken.org/reducing-digital-ad-fraud/>

Brave. (2024, February 28). *Basic Attention Token*. <https://basicattentiontoken.org>

Chen, K., Fan, Y., & Liao, S. S. (2023). Token Incentives in a Volatile Crypto Market: The Effects of Token Price Volatility on User Contribution. *Journal of Management Information Systems*, 40(2), 683–711. <https://doi.org/10.1080/07421222.2023.2196772>

Cong, L. W., Li, Y., & Wang, N. (2021). Tokenomics: Dynamic Adoption and Valuation. *The Review of Financial Studies*, 34(3), 1105–1155. <https://doi.org/10.1093/rfs/hhaa089>

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How do Consumers Value Resale Royalties in Creator Economy?

Overview

Resale royalty rights endow creators with a percentage of the resale prices each time their work is resold in the creator economy. Traditionally, the discussion around resale royalties has been primarily focused on the creators' perspective. It often overlooks the pivotal role of consumers in this ecosystem, while they, ultimately, are the ones who bear these resale royalties. For example, are consumers still willing to support creators despite the lack of enforcement for resale royalties? How do consumers value resale royalties in the creator economy? What factors influence consumers' willingness to pay resale royalties? One way to answer the questions is to design and conduct surveys to gather empirical data on consumer awareness, preferences, or willingness to pay resale royalties to creators and explore the conditions under which the optimal resale royalty rate would be determined. The findings of the thesis provide practical implications for policymakers and creators in building more appealing royalty schemes.

Requirements

- High interest in the topic
- Willingness to collect and analyze the data
- Experience with statistical software (preferably Stata, R, Python)

Language

English

Literature

Banternghansa, C., & Graddy, K. (2011). The Impact of the Droit De Suite in the UK: An Empirical Analysis. *Journal of Cultural Economics*, 35(2), 81–100. <https://doi.org/10.1007/s10824-010-9134-y>

Hofstetter, R., Fritze, M. P., & Lamberton, C. (2023, October 15). *Beyond Scarcity: A Social Value-Based Lens for NFT Pricing*. Available at SSRN: <https://doi.org/10.2139/ssrn.4602775>

Malik, N., Yanhao Wei, M., Appel, G., & Luo, L. (2022). Blockchain Technology for Creative Industry: Current State and Research Opportunities. *International Journal of Research in Marketing*, 40(1). <https://doi.org/10.1016/j.ijresmar.2022.07.004>

Tunc, M. M., Cavusoglu, H., & Zheng, E. (2022, August 31). *Resale Royalty in NFT Marketplaces: Implications for Creators and Platforms*. Available at SSRN: <https://doi.org/10.2139/ssrn.4205814>

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An Exploration of Blockchain-Related Patents

Overview

The rapid growth of blockchain technology has marked the beginning of a new frontier in digital innovation. Given that patents serve as a good metric for measuring firms' technological progress, the increase in blockchain-related patents in recent years stands as a strong indicator of growth and innovation within this sector. Yet, there is a significant gap in the literature that examines this phenomenon and the impacts of blockchain-related patents on firms or consumers.

What are the fundamental characteristics of patents associated with blockchain technology, and what impact do these patents hold for firms? One way to answer these questions is to comprehensively analyze existing blockchain-related patents across years in various sectors, identifying patterns, trends, and implications. Another potential way is to engage a sample of participants through a questionnaire survey, including awareness of patented products and their values to customers. The findings may help firms improve their marketing performances.

Requirements

- High interest in the topic
- Willingness to collect and analyze the data
- Experience with statistical software (preferably Stata, R, Python)

Language

English

Literature

Clarke, N. S., Jürgens, B., & Herrero-Solana, V. (2020). Blockchain Patent Landscaping: An Expert Based Methodology and Search Query. *World Patent Information*, 61, 1–10.

<https://doi.org/10.1016/j.wpi.2020.101964>

Dehghani, M., Mashatan, A., & Kennedy, R. W. (2021). Innovation Within Networks – Patent Strategies for Blockchain Technology. *Journal of Business & Industrial Marketing*, 36(12), 2113–2125.

<https://doi.org/10.1108/JBIM-05-2019-0236>

Yang, Y.-J., & Hwang, J.-C. (2020). Recent Development Trend of Blockchain Technologies: A Patent Analysis. *International Journal of Electronic Commerce Studies*, 11(1), 1–12.

<https://doi.org/10.7903/ijecs.1931>

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Estimating Price Elasticities on the Amazon Marketplace With Publicly Available Data

Overview

Knowing price elasticities of demand, i.e., the relative change of demand once prices change, is essential for firms selling products. Knowledge of the elasticities, for example, enables optimal price setting and directly affects a firm's profits.

While it is already challenging to estimate a firm's own products' price elasticities, price and sales data from competitors is even harder to obtain. However, digital platforms often provide market data that could enable such an estimation for all kinds of available products. More specifically, Amazon provides publicly available data on prices and sales ranks (which can, under assumptions, be translated to sales). We will provide you with a comprehensive data set including prices and sales ranks for many products on Amazon. This thesis then should assess how well and under which conditions researchers and firms can use such publicly available data to estimate price elasticities.

Requirements

- Successfully attended our Marketing Analytics course (PMAR/BOEM)
- Programming skills in R
- Basic econometric knowledge

Language

English (preferred and recommended) / German

Literature

He, S., & Hollenbeck, B. (2020, November 10). *Sales and Rank on Amazon.com*. Available at SSRN: <http://dx.doi.org/10.2139/ssrn.3728281>

Jürgensmeier, L., & Skiera, B. (2023, March 21). *Measuring Fair Competition on Digital Platforms*. Available at SSRN: <https://doi.org/10.2139/ssrn.4393726>

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The Impact of Prompt Design in Generative AI on the Performance of Feedback Generation

Overview

Generative AI products, such as ChatGPT, LLaMA, and Mistral, have quickly transformed many tasks, from coding to writing to image generation. A particularly appealing ability of Generative AI for higher education is that it can generate automatic feedback on students' exercise solutions.

Jürgensmeier & Skiera (2024) evaluate how well an application with underlying Generative AI can provide feedback to marketing analytics exercises. While the authors show how well different models perform in different contexts, it is unclear how the prompt, i.e., the instruction for the Generative AI, affects the feedback quality.

Hence, the aim of this thesis is to create several promising prompts according to advice from the literature and then evaluate which prompt performs best in generating feedback to marketing analytics exercises.

Requirements

- Successfully attended our Marketing Analytics course (PMAR/BOEM)
- Programming skills in R and strong interest in Generative AI
- Basic econometric knowledge

Language

English (preferred and recommended) / German

Literature

Jürgensmeier, L., & Skiera, B. (2024, January 3). *Generative AI for Scalable Feedback to Multimodal Exercises in Marketing Analytics*. Available at SSRN: <https://doi.org/10.2139/ssrn.4683869>

OpenAI. (2024). *Prompt Engineering*. Documentation. <https://platform.openai.com/docs/guides/prompt-engineering>

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Consumer Perspectives on Current Debates in E-Commerce

Overview

In recent years, e-commerce platforms have become a major part of our economy. With this increase in relevance, several debates have emerged concerning the potentially dominant role of large e-commerce platforms such as Amazon. The new Digital Markets Act in the European Union aims to enable “fair competition” through various measures, including a ban on “self-preferencing.” Beyond traditional antitrust considerations (such as not harming consumer welfare), regulators increasingly justify such regulation through the consumer protection lens. But do consumers even want to be protected? Do they feel obliged to purchase their products on large platforms because they lack alternative platforms to purchase products? Or are consumers’ choices purely because they believe they get the highest utility from shopping at large platforms? This thesis aims to investigate consumers’ attitudes towards these questions by conducting a survey. Thus, the thesis can contribute towards our understanding of whether the emerging regulation is in consumers’ interests.

Requirements

- Successfully attended our Marketing Analytics course (PMAR/BOEM)
- Programming skills in R and interest or experience in survey research
- Basic econometric knowledge

Language

English (preferred and recommended) / German

Literature

Dubé, J.-P. (2022, September 12). *Amazon Private Brands: Self-Preferencing vs Traditional Retailing*. Available at SSRN: <http://dx.doi.org/10.2139/ssrn.4205988>

Federal Trade Commission. (2023, September 26). *FTC Sues Amazon for Illegally Maintaining Monopoly Power*. Press Releases. <https://www.ftc.gov/news-events/news/press-releases/2023/09/ftc-sues-amazon-illegally-maintaining-monopoly-power>

Khan, L. M. (2019). The Separation of Platforms and Commerce. *Columbia Law Review*, 119(4), 973–1098. <https://columbialawreview.org/content/the-separation-of-platforms-and-commerce/>

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Does Alternative Data about Customer Behavior Yield to Lower Investor Uncertainty?

Overview

A lot of resources are spent on forecasting financial metrics. Due to that, Investors and analysts frequently advocate greater disclosure of nonfinancial information, such as customer metrics. This should help to predict financial performance better. Bloomberg caught up with this trend and published numerous customer data for over 700 companies.

The question of this research is whether the alternative data about customer behavior leads to more accurate financial predictions for customer-based companies. The thesis addresses to what extent nonfinancial information contributes to financial stability and forecasting precision.

The student can analyze and compare the financial predictions of companies for a period before and after the publication of the alternative data and hence evaluate if investors and analysts gain from this data source.

Requirements

- Highly motivated to learn about financial metrics and customer behavior
- Experience with statistical software and descriptive statistics (Excel, Python, R)

Language

English (preferred and recommended) / German

Literature

Bayer, E., Tuli, K. R., & Skiera, B. (2017). Do Disclosures of Customer Metrics Lower Investors' and Analysts' Uncertainty but Hurt Firm Performance? *Journal of Marketing Research*, 54(2), 239–259. <https://doi.org/10.1509/jmr.14.0028>

McCarthy, D., & Fader, P. (2020, January 1). *How to Value a Company by Analyzing Its Customers*. Harvard Business Review. <https://hbr.org/2020/01/how-to-value-a-company-by-analyzing-its-customers>

Simpson, A. (2010). Analysts' Use of Nonfinancial Information Disclosures*. *Contemporary Accounting Research*, 27(1), 249–288. <https://doi.org/10.1111/j.1911-3846.2010.01008.x>

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How Heterogenous are Customer Metrics? An Analysis of Customer Behavior Data

Overview

An ongoing effort in both academia as well as in the industry is made to explain firm valuations. Different financial and non-financial metrics help with firm valuations. The metrics are essential for investment decisions but also from a managerial view. They indicate which metrics drive valuation and which metrics a company should improve on. For customer-based firms, customer metrics play a significant role in explaining firm characteristics and firm valuations.

The thesis aims to find out how heterogeneous customer and customer-related metrics among firms are.

The student will receive a dataset with a sample of customer behavior data. It is up to the student then to choose the companies of interest and construct the metrics of interest. Some metrics could be retention rates, customer growth, and annual revenue retention rates.

Requirements

- Highly motivated to learn about customer metrics
- Knowledge in econometrics
- Experience with statistical software and descriptive statistics preferred (Excel, Python, R)

Language

English (preferred and recommended) / German

Literature

Larivière, B., Keiningham, T. L., Aksoy, L., Yalçın, A., Morgeson, F. V., & Mithas, S. (2016). Modeling Heterogeneity in the Satisfaction, Loyalty Intention, and Shareholder Value Linkage: A Cross-Industry Analysis at the Customer and Firm Levels. *Journal of Marketing Research*, 53(1), 91–109. <https://doi.org/10.1509/jmr.12.0143>

Mauboussin, M. J., & Callahan, D. (2021). *The Economics of Customer Businesses* (pp. 1–38). <https://www.morganstanley.com/im/en-us/individual-investor/insights/articles/the-economics-of-customer-businesses.html>

Schulze, C., Skiera, B., & Wiesel, T. (2012). Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation. *Journal of Marketing*, 76(2), 17–32. <https://doi.org/10.1509/jm.10.0280>

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The Value of Alternative Data of Customer Behavior in Deriving the Sustainability of Business Models

Overview

Amazon was known for disclosing huge losses in its beginning. Yet, investors believed in its long-term success. For some firms that disclose losses, it is difficult to determine if the company's core business model is profitable or not. Yet, profitability explains some part of stock returns.

The objective of this thesis is to examine companies that report financial losses and assess whether their fundamental business models are actually profitable. Hence, if additional data helps in deciding if a loss comes from a shock or if the business itself is unprofitable. Specifically, it will focus on whether the profitability derived from returning customers is a better predictor of the company's stock performance compared to the overall profit figures that the company reports. The student will get a data set about customer behavior and will analyze the profit margins generated from returning customers for businesses that have reported losses.

Requirements

- Knowledge in econometrics
- Willingness to collect and analyze data
- Experience with statistical software and descriptive statistics preferred (Excel, Python, R)

Language

English (preferred and recommended) / German

Literature

Baranes, A., Palas, R., Shnaider, E., & Yosef, A. (2021). Identifying Financial Ratios Associated with Companies' Performance Using Fuzzy Logic Tools. *Journal of Intelligent & Fuzzy Systems*, 40(1), 117–129. <https://doi.org/10.3233/jifs-190109>

Lev, B., & Ohlson, J. A. (1982). Market-Based Empirical Research in Accounting: A Review, Interpretation, and Extension. *Journal of Accounting Research*, 20, 249–322. <https://doi.org/10.2307/2674685>

Tuli, K. R., & Bharadwaj, S. G. (2009). Customer Satisfaction and Stock Returns Risk. *Journal of Marketing*, 73(6), 184–197. <https://doi.org/10.1509/jmkg.73.6.184>

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An Evaluation of the Usefulness of Annual Revenue Retention to Derive the Value of Software as a Service Companies

Overview

Software as a Service (SaaS) companies are valued differently than traditional companies. One important Metric is Annual Revenue Retention (ARR), which can be higher than 100%. A high ARR is indicative of a company's operational effectiveness and sustainability of the company's earnings. Investors use operational effectiveness and sustainability of earnings as an indicator or as a link to a metric to value companies. Thus, a high ARR could indicate a high firm valuation.

The thesis aims to derive the usefulness of ARR in evaluating SaaS companies.

The student could look at SaaS companies that disclose ARR metrics and establish statistical links to companies' valuations and financial metrics. The student will get references to suitable Datasets.

Requirements

- Knowledge in econometrics
- Willingness to collect and analyze data via a Dataprovider or SEC files
- Experience with statistical software and descriptive statistics preferred (Excel, Python, R)

Language

English (preferred and recommended) / German

Literature

Ge, C., & Huang, K.-W. (2014). Analyzing The Economies Of Scale Of Software As A Service Software Firms A Stochastic Frontier Approach. *IEEE Transactions on Engineering Management*, 61(4), 610–622. <https://ieeexplore.ieee.org/document/6919277>

Schulze, C., Skiera, B., & Wiesel, T. (2012). Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation. *Journal of Marketing*, 76(2), 17–32. <https://doi.org/10.1509/jm.10.0280>

Wilcox, J. W. (1984). The P/B-ROE Valuation Model. *Financial Analysts Journal*, 40(1), 58–66. <https://doi.org/10.2469/faj.v40.n1.58>

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Organizational Privacy Paradox: Do Privacy-Friendly Analytics Providers Walk the Talk with Google Analytics?

Overview

The "Privacy Paradox" is a concept where individuals say they care about their privacy online but prove otherwise with their actual behavior. This concept applies to companies, too, especially privacy-friendly analytics providers. These companies claim to protect user privacy by offering an alternative website analytics solution to Google Analytics. However, using Google Analytics to track their websites would create a privacy paradox at the organizational level. It would reveal a disconnect between their proclaimed privacy values and tracking practices.

This thesis explores the degree of organizational privacy paradox. A possible research question is: To what extent do privacy-friendly analytics providers use Google Analytics on their websites? The study could analyze websites belonging to privacy-friendly analytics providers to identify if they use Google Analytics. The student could use data from [BuiltWith](#) or [WhoTracks.me](#) and descriptive statistics to accomplish that aim. Privacy-friendly analytics providers who avoid Google Analytics would indicate their commitment to user privacy and "walk the talk". However, those who use Google Analytics would contradict their claims and indicate an organizational privacy paradox.

Requirements

- High interest in the topic
- BuiltWith data set can be provided to the student upon request
- Knowledge of statistics would be helpful (Access to DataCamp platform can be provided upon request)

Language

English

Literature

Ervamaa, P., Karppinen, N., & Vainio, V. (2023, November 16). *Is Google Analytics 4 Illegal? No, It Isn't – and Here's Why*. Hion. <https://www.hiondigital.com/en/blog/is-google-analytics-4-illegal-no-it-isnt-and-heres-why/>

O'Brien, P., W.H. Young, S., Arlitsch, K., & Benedict, K. (2018). Protecting Privacy on the Web. *Online Information Review*, 42(6), 734–751. <https://doi.org/10.1108/oir-02-2018-0056>

Saric, M. (2023, March 5). *Is Google Analytics Illegal? Several European Data Protection Authorities Say So*. Plausible Analytics. <https://plausible.io/blog/google-analytics-illegal>

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The Tracking Dilemma: Uncovering the Influence of Online Tracking on Website Success

Overview

Online tracking is essential for businesses as it helps them gather valuable user data (Järvinen & Karjaluoto, 2015). However, online tracking can also hurt user engagement (Ghostery, 2019). User engagement plays a crucial role in the success of websites. So, while online tracking provides valuable insights for businesses, it may also negatively affect user engagement, leading to, e.g., increased bounce rates and decreased user visits. That is the "tracking dilemma."

This thesis aims to examine the influence of online tracking on website success. To address this aim, the thesis can use the following questions: (1) Does the number of trackers affect the bounce rate and number of website visits? (2) Are there any differences in user engagement metrics based on the types of trackers? A student can receive two data sets to combine and address these research questions. Alternatively, the student can collect the data using, e.g., [Ghostery Insights](#). Gaining insights into the impact of online tracking on user engagement can help website owners make informed decisions about implementing and managing online trackers. Further, understanding how online tracking influences user engagement can help marketers adjust their marketing strategies.

Requirements

- High interest in the topic
- Willingness to analyze the data (access to DataCamp tutorials can be provided)
- Experience with statistical software (preferably R or Python, STATA)

Language

English

Literature

Ghostery. (2019, December 20). *Year-End Report: The Tracker Tax on E-Commerce Websites*. Ghostery. <https://www.ghostery.com/blog/year-end-report-the-tracker-tax-on-e-commerce-websites>

Hanson, M., Lawler, P., & Macbeth, S. (2018). *The Tracker Tax: The Impact of Third-Party Trackers on Website Speed in the United States* (pp. 1–11). https://cdn.ghostery.com/website/wp-content/uploads/2020/10/29102940/Ghostery_Study_-_The_Tracker_Tax.pdf

Järvinen, J., & Karjaluoto, H. (2015). The Use of Web Analytics for Digital Marketing Performance Measurement. *Industrial Marketing Management*, 50(1), 117–127. <https://doi.org/10.1016/j.indmarman.2015.04.009>

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The Privacy Churn: Analyzing Websites' Shift from Google Analytics to Privacy-Friendly Alternatives

Overview

In today's digital age, data privacy is a significant concern. Recently, Google Analytics (GA) was "banned" in Europe (Saric, 2023), which could lead to a considerable shift in the web analytics landscape. Due to increasing privacy concerns and regulations like GDPR, websites are shifting to privacy-friendly alternatives (PFAs) to comply with regulatory standards and address increasing privacy concerns. This website shift is akin to consumer churn behavior in traditional markets and offers a unique opportunity to explore how websites respond to privacy changes.

This bachelor's thesis aims to find what motivates websites to switch from GA to PFAs. The thesis could address the following questions: (1) What factors influence websites to switch from GA to PFAs? (2) Which website characteristics impact the likelihood of switching from GA to PFAs? The student could use logistic regression and a data set provided by [BuiltWith](#) to answer these questions. The results of this research will have implications for website owners, providers of PFAs, and regulators. For example, websites in highly regulated industries (e.g., finance) might be more likely to switch from GA to PFAs, indicating the importance of compliance with regulatory standards. This finding might motivate providers of PFAs to market their solutions to such

Requirements

- High interest in the topic
- BuiltWith data set can be provided to the student upon request
- Knowledge of statistics or econometrics (Access to DataCamp platform can be provided upon request)

Language

English

Literature

Quintel, D., & Wilson, R. (2020). Analytics and Privacy: Using Matomo in EBSCO's Discovery Service. *Information Technology and Libraries*, 39(3). <https://doi.org/10.6017/ital.v39i3.12219>

Saric, M. (2023, March 5). *Is Google Analytics Illegal? Several European Data Protection Authorities Say So*. Plausible Analytics. <https://plausible.io/blog/google-analytics-illegal>

Tamaddoni Jahromi, A., Stakhovych, S., & Ewing, M. (2014). Managing B2B Customer Churn, Retention and Profitability. *Industrial Marketing Management*, 43(7), 1258–1268. <https://doi.org/10.1016/j.indmarman.2014.06.016>

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Browser Wars: Is Firefox Better than Chrome for Users' Privacy?

Overview

Browser extensions—essentially apps for the browser—can enhance users' browsing capabilities. However, they may raise significant privacy concerns due to the extensive permissions they often request (Picazo-Sanchez et al., 2022). Firefox is often marketed as a privacy-focused alternative to Chrome, making it essential to empirically assess if it lives up to this reputation in the context of extensions. This leads to the question of which browser, Chrome or Firefox, offers a more privacy-safe environment for users. This thesis investigates if Mozilla Firefox, usually perceived as a more privacy-focused browser than Google Chrome, offers a more privacy-safe platform for users. The study aims to answer the following questions: (1) Do Firefox extensions need fewer permissions than their Chrome counterparts? (2) Are there significant differences in the types of permissions requested by extensions on Firefox and Chrome? The study can yield three outcomes: no difference, fewer permissions on Firefox, or more. This thesis is crucial for understanding the privacy implications of browsers and their extensions, helping users make informed choices, and potentially guiding developers and browsers towards more privacy-respecting practices. The student can use [CRXcavator](#) or [ChromeStats](#) to collect the data or work with the provided data set to achieve the thesis's aim.

Requirements

- High interest in the topic
- The data set can be provided upon request
- Knowledge of statistics or econometrics (Access to DataCamp platform can be provided upon request)

Language

English

Literature

Kollnig, K., Shuba, A., Binns, R., Kleek, M. V., & Shadbolt, N. (2022). Are iPhones Really Better for Privacy? A Comparative Study of iOS and Android Apps. *Proceedings on Privacy Enhancing Technologies*, 2022(2), 6–24. <https://petsymposium.org/popets/2022/popets-2022-0033.php>

Morelli, F. (2024, February 28). *One More Chrome Extension? You Need an Intervention!* - Chrome Extensions Research. Incogni Blog. <https://blog.incogni.com/chrome-extensions-research/>

Picazo-Sanchez, P., Ortiz-Martin, L., Schneider, G., & Sabelfeld, A. (2022). Are Chrome Extensions Compliant with the Spirit of Least Privilege? *International Journal of Information Security*, 21(6). <https://doi.org/10.1007/s10207-022-00610-w>

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Leveraging the Potential of Data Clean Rooms for Research

Overview

Researchers benefit from access to datasets with sensitive information, such as consumers' political orientation or firms' non-publicly disclosed financial information. However, organizations holding such datasets may be reluctant to share it with researchers to avoid potential data leakage. While such datasets can be anonymized before sharing them, the anonymization may also come at the cost that the data cannot be linked to additional data sources required to conduct interesting research (e.g., combining consumers' political orientation with shopping behavior). A potential solution to this problem is the concept of data clean rooms. A data clean room essentially allows two parties (e.g., a firm with consumers' political orientation and a researcher with consumers' shopping behavior) to share their data and analyze the shared data without (physically) exchanging data or giving the other party access to their data. Instead, the researcher may only obtain the aggregate analysis results about the shared data. While data clean rooms sound like a promising opportunity for research, their potential has not been explored yet.

The bachelor's thesis aims to evaluate the potential of data clean rooms for research by implementing an illustrative use case. One way to reach this aim is to set up a data clean room and illustratively outline the implementation for a particular use case. One possible source to find appropriate datasets is the [data repository of Kaggle](#). The thesis findings may help researchers to gain access to sensitive datasets and conduct valuable research.

Requirements

- Willingness to gain understanding of technical ideas
- (Some) coding experience (preferably R or Python)

Language

German or English

Literature

Google. (2024, February 14). *Share Sensitive Data with Data Clean Rooms*. Google Cloud. <https://cloud.google.com/bigquery/docs/data-clean-rooms>

Herbrich, T. (2022). Data Clean Rooms. *Computer Law Review International*, 23(4), 109–120. <https://doi.org/10.9785/cr-2022-230404>

Sweeney, M. (2022, April 7). *What Is a Data Clean Room and How Does It Work?* Clearcode. <https://clearcode.cc/blog/data-clean-room/>

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User Understanding of Privacy Promises

Overview

Recently, many websites introduced pay-or-tracking walls, forcing users to either (a) pay for not being tracked or (b) accept tracking to access the website's content. The privacy-friendly pay option typically has a privacy promise, such as "no tracking" or "no ad tracking." However, Müller-Tribbensee (2024) identifies various privacy promises associated with the pay option and finds that some of these promises are vague or unclear, including formulations such as "largely free of tracking" or "no personalized tracking." Such privacy commitments raise the question of to what extent users understand what is promised to them within the pay option.

The bachelor's thesis aims to investigate whether users understand websites' privacy promises. One way to reach this aim is to conduct a survey among users and analyze users' understanding of various privacy promises. Moreover, the student could identify the privacy promises that are rather users-friendly and those that are not. The thesis findings may help inform websites and regulators and potentially improve the websites' pay options.

Requirements

- High interest in the topic
- High interest in empirical research
- Coding experience (preferably R or Python)

Language

German or English

Literature

Morel, V., Santos, C., Fredholm, V., & Thunberg, A. (2023). Legitimate Interest Is the New Consent – Large-Scale Measurement and Legal Compliance of IAB Europe TCF Paywalls. *WPES '23: Proceedings of the 22nd Workshop on Privacy in the Electronic Society*, 153–158. <https://doi.org/10.1145/3603216.3624966>

Müller-Tribbensee, T. (2023). Bezahlen für mehr Privatsphäre: Verbreitung und Ausgestaltung des Pur-Modells bei deutschen Medien. In Deutscher Dialogmarketing Verband e.V. (Ed.), *Dialogmarketing Perspektiven 2022/2023* (pp. 211–228). Springer Fachmedien Wiesbaden. https://doi.org/10.1007/978-3-658-40753-7_10

Müller-Tribbensee, T. (2024). *Privacy Promise vs. Tracking Reality in Pay-or-Tracking Walls*. Working Paper [Please request access from Timo Müller-Tribbensee].

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Privacy-Friendly Website Analytics

Overview

Website analytics provides publishers with valuable insights into their audience's behavior. This information helps publishers tailor their content to better suit their audience's interests and needs. Moreover, analytics help them understand which parts of their website generate the most traffic and engagement, allowing them to optimize ad placement and maximize revenue. However, some website analytics tools and measurement techniques can be privacy-invasive for their users. Still, website publishers may avoid using more privacy-friendly alternatives due to uncertainties whether those solutions can provide comprehensive and adequate insights.

The bachelor's thesis aims to investigate whether privacy-friendly website analytics tools allow to reliably measure website traffic. One way to reach this aim is to set up test websites and implement different analytics tools, including Google Analytics and more privacy-friendly alternatives. Subsequently, the student could artificially create website traffic and analyze the differences between the measured traffic metrics for the implemented analytics tools. The findings of the thesis may help to inform website publishers about the potential benefits and costs of using privacy-friendly website analytics tools.

Requirements

- High interest in the topic and in web development
- Coding experience (preferably R or Python)

Language

German or English

Literature

Akkus, I. E., Chen, R., Hardt, M., Francis, P., & Gehrke, J. (2012). Non-Tracking Web Analytics. *CCS '12: Proceedings of the 2012 ACM Conference on Computer and Communications Security*, 687–698. <https://doi.org/10.1145/2382196.2382268>

Pyrgelis, A., De Cristofaro, E., & Ross, G. J. (2016). Privacy-Friendly Mobility Analytics Using Aggregate Location Data. *SIGSPACIAL '16: Proceedings of the 24th ACM SIGSPACIAL International Conference on Advances in Geographic Information Systems*, 1–10. <https://doi.org/10.1145/2996913.2996971>

Thaleikis, P. (2023, November 21). *Awesome Privacy-Friendly Web-Analytics*. GitHub. <https://github.com/spekulatius/awesome-privacy-friendly-web-analytics>

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Segmenting the Market of Data Clean Rooms

Overview

Browser vendors, such as Google or Mozilla, increasingly limit the ability to track users online via tracking technologies, such as third-party cookies. Thus, the online advertising industry, which heavily relies on user data, is looking for alternative ways to collect and share user data. One potential solution is the concept of data clean rooms. A data clean room essentially allows two parties (e.g., an advertiser and a website) to share their data and analyze their shared data without (physically) exchanging data or giving the other party access to their data. Currently, the number of data clean room providers, including firms such as Google, Amazon, and Decentriq, is increasing. However, it is unclear whether these data clean room providers differ in their offerings or provide the same benefits. For instance, some data clean room solutions may provide more enhanced data protection or allow the participation of more than two parties that exchange data.

The bachelor's thesis aims to assess whether data clean room solutions substantially differ. One way to reach this aim is to collect data on the various data clean room solutions, compare the providers' offerings, and develop a market segmentation along dimensions, such as the degree of data protection. The thesis may also concisely define data clean rooms and carefully outline the underlying mechanism. The thesis findings may help better understand recent developments in the market of privacy-enhancing technologies and their value for firms and users.

Requirements

- Willingness to thoroughly structure a conceptual topic
- Willingness to gain understanding of technical ideas
- (Some) coding experience (preferably R or Python)

Language

German or English

Literature

Google. (2024, February 14). *Share Sensitive Data with Data Clean Rooms*. Google Cloud. <https://cloud.google.com/bigquery/docs/data-clean-rooms>

Herbrich, T. (2022). Data Clean Rooms. *Computer Law Review International*, 23(4), 109–120. <https://doi.org/10.9785/crl-2022-230404>

Sweeney, M. (2022, April 7). *What Is a Data Clean Room and How Does It Work?* Clearcode. <https://clearcode.cc/blog/data-clean-room/>

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Do Economic Recessions Influence B2B Customer Retention?

Overview

In the complex ecosystem of B2B relationships, customer retention emerges as a pivotal metric of firm success, reflecting not only the value and satisfaction derived from a business's offerings but also its resilience in the face of external pressures. Understanding the underpinnings of B2B customer retention necessitates a multifaceted approach, where economic macro-factors like recessions potentially play a relevant role.

Based on a provided dataset of >500 website technologies with an associated >400mn customers, this thesis aims to analyze the link between economic macro-factors (e.g., recessions) and B2B customer retention. After establishing a logic to measure recessions, the link between them and overall customer loyalty as well as the loyalty development of new customers and existing customers should be investigated within the thesis.

Requirements

- High interest in empirical research
- Initial touchpoints with Python or R

Language

English

Literature

McCarthy, D. M., Fader, P. S., & Hardie, B. G. S. (2017). Valuing Subscription-Based Businesses Using Publicly Disclosed Customer Data. *Journal of Marketing*, 81(1), 17–35.

<https://doi.org/10.1509/jm.15.0519>

McCarthy, D., Libai, B., & Schoenmueller, V. (2024, March 12). *The Declining Churn Fallacy over the Product Lifecycle*. Available at SSRN: <http://dx.doi.org/10.2139/ssrn.4722115>

Naumann, E., Williams, P., & Khan, M. S. (2009). Customer Satisfaction and Loyalty in B2B Services: Directions for Future Research. *The Marketing Review*, 9(4), 319–333.

<https://doi.org/10.1362/146934709x479908>

Oblander, E. S., & McCarthy, D. (2021, April 29). *How Has COVID-19 Impacted Customer Relationship Dynamics at Restaurant Food Delivery Businesses?* Available at SSRN: <http://dx.doi.org/10.2139/ssrn.3836262>

<http://dx.doi.org/10.2139/ssrn.3836262>

Ou, Y.-C., de Vries, L., Wiesel, T., & Verhoef, P. C. (2013). The Role of Consumer Confidence in Creating Customer Loyalty. *Journal of Service Research*, 17(3), 339–354.

<https://doi.org/10.1177/1094670513513925>

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What Is the Impact of Regulations on B2B Customer Retention?

Overview

In the complex ecosystem of B2B relationships, customer retention emerges as a pivotal metric of firm success, reflecting not only the value and satisfaction derived from a business's offerings but also its resilience in the face of external pressures. Understanding the underpinnings of B2B customer retention necessitates a multifaceted approach, where regulatory macro-factors like the introduction of GDPR potentially play a relevant role.

Based on a provided dataset of >500 website technologies with an associated >400mn customers, this thesis aims to analyze the link between the introduction of regulations (i.e., GDPR) and B2B customer retention. The thesis hereby investigates the impact of the regulation introduction on overall customer loyalty as well as on loyalty development of new customers and existing customers.

Requirements

- High interest in empirical research
- Initial touchpoints with Python or R

Language

English

Literature

Beke, F. T., Eggers, F., Verhoef, P. C., & Wieringa, J. E. (2022). Consumers' Privacy Calculus: The PRICAL Index Development and Validation. *International Journal of Research in Marketing*, 39(1), 20–41. <https://doi.org/10.1016/j.ijresmar.2021.05.005>

McCarthy, D. M., Fader, P. S., & Hardie, B. G. S. (2017). Valuing Subscription-Based Businesses Using Publicly Disclosed Customer Data. *Journal of Marketing*, 81(1), 17–35. <https://doi.org/10.1509/jm.15.0519>

McCarthy, D., Libai, B., & Schoenmueller, V. (2024, March 12). *The Declining Churn Fallacy over the Product Lifecycle*. Available at SSRN: <http://dx.doi.org/10.2139/ssrn.4722115>

Oblander, S., & McCarthy, D. (2021, April 29). *Estimating the Long-Term Impact of Major Events on Consumption Patterns: Evidence From COVID-19*. Available at SSRN: <http://dx.doi.org/10.2139/ssrn.3836262>

Zhang, J., Hassandoust, F., & Williams, J. E. (2020). Online Customer Trust in the Context of the General Data Protection Regulation (GDPR). *Pacific Asia Journal of the Association for Information Systems*, 12(1), 86–122. <https://doi.org/10.17705/1pais.12104>

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