

Bachelorarbeiten

Vergabeverfahren und Themen

Lehrstuhl für Electronic Commerce
Prof. Dr. Bernd Skiera

Wintersemester 2018/2019

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>

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 am Schwerpunkt Marketing ergibt sich aus folgendem Bewertungsschlüssel:

<http://www.marketing.uni-frankfurt.de/studium/bachelorarbeiten/bachelorarbeitsvergabe.html>

Kontakt bei Fragen zur Vergabe der Bachelorarbeiten

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1. Schritt: QIS Anmeldung

Melden Sie sich ab dem **11.10.2018** über das QIS-System für einen Bachelorarbeitsplatz an. Wählen Sie hier als betreuenden Professor Prof. Dr. Bernd Skiera aus.

2. Schritt: Themenvergabe

Wenige Tage nach Anmeldeschluss (ab dem **24.10.2018**) erhalten wir von dem 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.

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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 werden 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.

Kontakt bei Fragen zur Vergabe der Bachelorarbeiten

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Ausgeschriebene Themen

Customer-Based Firm Valuation

Overview

Determining the value of a firm is a crucial task for investors and analysts when making investment recommendations and decisions. Building up on the idea that the customer base is the key revenue-generating asset of a company, different customer-based firm valuation (CBFV) models have been developed by researchers in marketing in the recent years. Yet, the acceptance of that approach in the industry is still lacking. The thesis should aim at further investigating CBFV, for example by using the approach to determine the value of publicly listed companies such as HelloFresh, Blue Apron or Home24. Alternatively, the student could aim at finding new models to predict the number of acquired customers, the loyalty (i.e., retention) of customers or the suitability of more complex approaches such as the ones that were used by McCarthy and colleagues.

Requirements

- Interest in corporate valuation
- Knowledge of econometrics and statistical software, such as R or STATA

Language

German / English

Literature

Skiera, B. / Schulze, C. (2014), "Customer-Based Valuation: Similarities and Differences to Traditional Discounted Cash Flow Models", in: Rust, Roland T. / Ming-Hui Huang (eds.), "Handbook of Service Marketing Research", Cheltenham, U.K.: Edward Elgar, 123-134.

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.

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.

McCarthy, D.M. / Fader, P.S. (2018), "Customer-Based Corporate Valuation for Publicly Traded Non-Contractual Firms", *Journal of Marketing Research*, 81 (1), 17-35.

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Process Mining im Marketing

Überblick

Process Mining ist eine Methode des Prozessmanagements, die es ermöglicht, Businessprozesse auf Basis digitaler Spuren (sog. „Events“) in IT-Systemen zu rekonstruieren und zu analysieren. Die einzelnen Events eines Prozesses werden zusammengefügt und der Prozess in seiner Gesamtheit visualisiert und analysiert.

Während diese Methode bereits breite Anwendung in Bereichen wie Operations Research findet, wird im Marketing bisher nur sehr wenig über Prozessanalysen gesprochen. Dies überrascht, da modernes Marketing keine Summe von einzelnen Events ist, sondern eine geplante Abfolge von kunden- oder firmen-initiierten Events.

Ziel der Arbeit ist die Erarbeitung der Fragestellungen, welche (1) Marketingprobleme grundsätzlich aus einer Prozesssicht analysiert werden könnten und (2) welche Vorteile und Einblicke Process Mining in diesem Kontext liefern kann.

Voraussetzungen

- Interesse und Erfahrung im empirischen Arbeiten
- Bereitschaft sich in Process Mining Software (ProM, Disco) einzuarbeiten

Sprache

Deutsch

Literatur

Rozinat, A. / Van der Aalst, W.M.P. (2006). "Decision Mining in ProM", Berlin, Heidelberg, Springer Berlin Heidelberg, 420-425.

Van der Aalst, W. M. P. (2011). „Process Mining. Discovery, Conformance and Enhancement of Business Processes“. Heidelberg, Dordrecht, London, New York: Springer.

IEEE CIS Task Force on Process Mining: <http://www.win.tue.nl/ieeetfpm/doku.php>

Process Mining Group, Math & Computer Science department, Eindhoven University of Technology: <http://www.processmining.org/>

Kontakt

Betreuer:
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Attribution Modeling in Customer Journey Analysis

Overview

In Marketing, "Attribution" is the process of identifying a set of user actions ("events" or "touchpoints") that contributes in some manner to a desired outcome meaning conversion, and then assigning a value to each of these events. There are established attribution models for online marketing implemented by practitioners. The most famous attribution models consider clicks as a measure for the effectiveness. However, not all clicks get the same credit in a consumer online journey. Usually, the first and last clicks get the largest credit from advertisers.

The aim of thesis is to (1) provide a comprehensive overview of the established attribution models including their pros and cons, (2) a thorough investigation of different implementations in R packages and (3) the illustration of the results of the different kind of attribution models.

Requirements

- Interest and experience in empirical research
- First experience with R

Language

English

Literature

Anderl, E. / Becker, I. / Von Wangenheim, F. / Schumann, J.H. (2016), "Mapping the Customer Journey: Lessons Learned from Graph-based Online Attribution Modeling", *International Journal of Research in Marketing*, 33 (3), 457-474.

Barajas, J. / Akella, R. / Holtan, M. / Flores, A. (2016), "Experimental Designs and Estimation for Online Display Advertising Attribution in Marketplaces", *Marketing Science*, 35 (3), 465-83.

Li, H.S. / Kannan, P.K. (2014), "Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment", *Journal of Marketing Research*, 51 (1), 40-56.

Bryl, S. (2017), "Marketing Multi-Channel Attribution model based on Sales Funnel with R", R-bloggers, <https://www.r-bloggers.com/marketing-multi-channel-attribution-model-based-on-sales-funnel-with-r/>, Stand: 24. September 2018.

Bryl, S. (2016), "Marketing Multi-Channel Attribution Model with R (Part 1: Markov Chains Concept)", *AnalyzeCore*, <https://analyzecore.com/2016/08/03/attribution-model-r-part-1/>, Stand: 24. September 2018.

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In Reviews We Trust: Are Sponsored Reviews Biased?

Overview

Online reviews give consumers the unprecedented opportunity to learn about the experiences of a large crowd with a product. From a retailer's perspective, reviews can also be a powerful mechanism to attract consumers to its website and increase conversion rates. Therefore, many retailers reward consumers for writing reviews, e.g. by offering the product for free in exchange for a detailed review. To be eligible for such programs, consumers must usually fulfill pre-established criteria, such as a minimum number of previous reviews and their helpfulness. However, it is unclear whether and to which extent this sponsorship results in biased reviews.

The goals of this thesis are to (1) scrape reviews from a retailer's website; (2) identify whether and how sponsored reviews differ in content and style from non-sponsored reviews; (3) investigate whether consumers change their review behavior after being sponsored for their reviews.

Requirements

- Knowledge of econometrics and statistical software, such as STATA or R
- Programming skills and willingness to learn and work with text analysis and machine learning algorithms

Language

German / English

Literature

Cabral, L. / Li, L. (2015), "A Dollar for Your Thoughts: Feedback-Conditional Rebates on eBay", *Management Science*, 61, (9), 2052-2063.

Felbermayr, A. / Nanopoulos, A. (2016), "The Role of Emotions for the Perceived Usefulness in Online Customer Reviews", *Journal of Interactive Marketing*, 36 (2016), 60-76.

Ludwig, S. / de Ruyter, K. / Friedman, M. / Brüggem, E.C. / Wetzels, M. / Pfann, G. (2013), "More Than Words: The Influence of Affective Content and Linguistic Style Matches in Online Reviews on Conversion Rates", *Journal of Marketing*, 77 (1), 87-103.

Ngo-Ye, T.L. / Sinha, A.P. (2014), "The Influence of Reviewer Engagement Characteristics on Online Review Helpfulness: A Text Regression Model", *Decision Support Systems*, 61 (2014), 47-58.

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Personal Fundraising: What Makes a Campaign Successful?

Overview

Crowdfunding platforms have disrupted the venture capital industry and helped thousands of entrepreneurs to raise a total of \$34 billion dollars for early-stage ventures in the past years (Fundly, 2018). Donation crowdfunding is already the second largest type of crowdfunding and consists of raising funds for non-profit organizations, causes or personal needs, such as medical treatment of loved ones.

Previous literature has addressed how different aspects of campaign design and management for early-stage ventures influence their success, e.g. by helping to reduce information asymmetries and signaling the quality of the entrepreneur. However, given the different nature and motivations behind donation crowdfunding, it is unclear how people starting these campaigns should employ their usually scarce resources.

In this thesis, you will obtain data on donation crowdfunding campaigns and investigate which factors influence the funding success of a campaign, contrasting your findings to the existing literature on crowdfunding success and charitable giving.

Requirements

- Knowledge of econometrics and statistical software, such as STATA or R
- Programming skills and willingness to learn and work with text analysis and machine learning algorithms

Language

German / English

Literature

Agrawal, A.K. / Catalini, C. / Goldfarb, A. (2011), "The Geography of Crowdfunding", NBER Working Paper, No. 16820.

Agrawal, A. / Catalini, C. / Goldfarb, A. (2014), "Some Simple Economics of Crowdfunding", Innovation Policy and the Economy, 14, 63-97.

Andrew T. Stephen / Galak, J. (2012), "The Effects of Traditional and Social Earned Media on Sales: A Study of a Microlending Marketplace", Journal of Marketing Research, 49, (5), 624-639.

Ariely, D. / Bracha, A. / Meier, S. (2009), "Doing Good or Doing Well? Image Motivation and Monetary Incentives in Behaving Prosocially", The American Economic Review, 99, (1), 544-555.

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What Can Firms Learn from Aggregate Online Traffic Data?

Overview

Firms have the daily challenge to attract visitors to their websites, as those visitors give them the chance to pitch prospect customers about their products and eventually generate a sale. While visitors can come directly to a firm's websites, they can also come through multiple other sources, such as organic search, referrals, email campaigns or paid online advertisement.

A firm's presence and strength in each channel could provide insights about its performance on the market – for instance, a firm that has a high share of visitors coming directly to its website likely has a strong brand. In addition, such data could show whether a firm has been successful in attracting prospect customers or differentiating itself from the competition.

In this thesis, you will have to make an analysis of a dataset containing the number of daily visitors per traffic source for several firms in the German financial industry, with the goal to answer the following questions: (1) Can such data offer insights about consumers' engagement with firms and their websites? If so, what can firms learn from it?; (2) Can firms use these data to understand their competitive position on the market? If so, how can they use it to make better decisions?

Requirements

- Knowledge of econometrics and statistical software, such as STATA or R
- High interest in the topic

Language

German / English

Literature

Andrew T. Stephen / Galak, J. (2012), "The Effects of Traditional and Social Earned Media on Sales: A Study of a Microlending Marketplace", *Journal of Marketing Research*, 49, (5), 624-639.

Danaher, P.J. / Mullarkey, G.W. / Essegaier, S. (2006), "Factors Affecting Web Site Visit Duration: A Cross-Domain Analysis", *Journal of Marketing Research*, 43, (2), 182-194.

Drèze, X. / Zufryden, F. (2004), "Measurement of Online Visibility and its Impact on Internet Traffic", *Journal of Interactive Marketing*, 18, (1), 20-37.

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User Expectations and Attitudes Regarding Online Privacy

Overview

In the current age of information, where a lot of data is collected from users online, the expectations that users have regarding how their data is being protected might differ from the actual measures that companies take to protect the collected data. These expectations could potentially vary with respect to the data being collected as well as the kind of website that is collecting it.

This bachelor thesis aims to outline potential factors that could affect users' expectations and attitudes regarding online privacy and research the respective influences of these factors based on an extensive literature review. The student should furthermore show whether the applied security measures that are applied by companies meet the users' expectations.

Requirements

- Extensive literature review

Language

German / English

Literature

Martin, K. (2015): "Privacy Notices as Tabula Rasa: An Empirical Investigation into How Complying With a Privacy Notice Is Related to Meeting Privacy Expectations Online", *Journal of Public Policy & Marketing*, 34 (2), 210-227.

Moll, R. / Pieschl, S. / Bromme, R. (2017): "Whoever Will Read It – The Overload Heuristic in Collective Privacy Expectations", *Computers in Human Behavior*, 75, 484-493.

Rao, A. / Schaub, F. / Sadeh, N. / Acquisti, A. / Kang, R. (2016) "Expecting the Unexpected: Understanding Mismatched Privacy Expectations Online", *Twelfth Symposium on Usable Privacy and Security*, Denver, Colorado, 77-96.

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Using the Privacy Calculus to Improve Data Collection

Overview

A lot of data collected online is given by users to websites voluntarily. However, before a user enters their data e.g. via a registration form, the respective user is assumed to undergo a more or less conscious process known as the „Privacy Calculus“: This states that before any decision to disclose data, a user evaluates the resulting benefits as well as the potential negative consequences of entering the specific data.

The aim of this bachelor thesis is to research how firms could use knowledge about the privacy calculus to their advantage in the data collection for selected purposes. In that context, the student should also outline how users trade-off between their perceived benefits and disadvantages of their data disclosure.

Requirements

- Extensive literature review

Language

German / English

Literature

Acquisti, A. / Brandimarte, L. / Loewenstein, G. (2015): „Privacy and Human Behavior in the Age of Information“, *Science*, 347 (6221), 509-514.

Kehr, F. / Kowatsch, T. / Wentzel, D. / Fleisch, E. (2015): „Blissfully Ignorant: The Effects of General Privacy Concerns, General Institutional Trust, and Affect in the Privacy Calculus“, *Information Systems Journal*, 25 (6), 607-635.

Zhu, H. / Ou, C. / van den Heuvel, W. / Liu, H. (2017): „Privacy Calculus and Its Utility for Personalization Services in E-Commerce: An Analysis of Consumer Decision-Making“, *Information & Management*, 54 (4), 427-437.

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Using Google's Causal Impact Model to Determine Causal Effects

Overview

When researching the effect that a specific „treatment“ had on a certain outcome variable, it is usually not sufficient to only compare the measures of that variable before and after the treatment. Due to many variables that could potentially impact the outcome variable, it is necessary to predict the so-called “counterfactual”, an estimation about how the outcome variable would have looked like in the hypothetical case where there had not been a treatment.

There are different approaches for the counterfactual estimation, one of which is an algorithm using time series data from multiple control groups that are themselves unaffected by the treatment, called “Causal Impact”.

The aim of this bachelor thesis is to outline and explain the functionalities of Google's Causal Impact Package and to evaluate the advantages as well as the limitations of this approach by applying the Causal Impact Model on a dataset selected by the student.

Requirements

- Programming skills in R
- Willingness to get to know Google's Causal Impact Package

Language

German / English

Literature

Brodersen, K. / Gallusser, F. / Koehler, J. / Remy, N. / Scott, S. (2015): “Inferring Causal Impact Using Bayesian Structural Time-Series Models“, *Annals of Applied Statistics*, 9, 247-274.

Lambrecht, A. / Tucker, C. (2016): “On Storks and Babies: Correlation, Causality and Field Experiments“, *GfK Marketing Intelligence Review*, 8 (2), 24-29.

Rossi, P. (2018), “Causal Inference in Marketing Applications“, in: Mizik, N. / Hanssens D. (Edward Elgar Publishing), “*Handbook of Marketing Analytics*“, 135-148.

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Which Firms Advertise on Comparison-Related Keywords?

Overview

Comparison websites, like check24.de, have gained tremendous popularity and thus market power: If an offering ranks badly on a comparison website (or is not listed at all), many users will not consider it.

Search-engine advertising provides firms with a potential way to counteract by advertising on comparison-related keywords (e.g. "*girokonto vergleich*"). Yet, no empirical evidence exists if (and which) firms actually make use of such a strategy.

Thus, the aim of this thesis is to explore empirically, which firms advertise on comparison-related keywords. Specifically: Are firms, who rank badly on a comparison-site, more likely to advertise on a keyword related to this comparison site?

To answer this question, the student should construct a dataset of comparison specific keywords (like "... Vergleich") and gather data on a) which firms advertise on these keywords and b) the ranking on the comparison sites, included in the organic search results for these keywords. Finally, the student should apply basic econometric techniques, like a logistic regression.

Requirements

- High interest in the topic
- Willingness to work with web-scraping to gather the data
- Basic knowledge of statistical software, like SPSS or (strongly preferred) R

Language

English / German

Literature

Ellison, G., & Ellison S. F. (2009), "Search, Obfuscation, and Price Elasticities on the Internet.", *Econometrica*, 77(2), 427-452.

Jung, K., Cho, Y. C., & Lee, S. (2014), „Online Shoppers' Response to Price Comparison Sites.“, *Journal of Business Research*, 67(10), 2079-2087.

Kocas, C. (2002), „Evolution of Prices in Electronic Markets Under Diffusion of Price-comparison Shopping.“, *Journal of Management Information Systems*, 19(3), 99-119.

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How can Banks Segment their Retail Customers? A Review

Overview

Retail banks face decreasing margins and increasing competition. Therefore, they try to increase the degree of personalization of their services to remain competitive. The basis of personalization is a good understanding of the own customer base, usually derived via segmentation analysis. Since the marketing literature provides a vast array of methods to choose from, there is lack of guidance on what kind of different methods are available and how they can be used to segment retail banking customers.

Therefore, the aim of this thesis is twofold: First, the student should provide a structured overview of segmentation methods developed in marketing research. The student should identify key similarities and differences among the available methods and assess their suitability to the data that is typically available in the retail banking industry. Second, the student is provided with such a typical dataset of retail banking customers, on which the student should perform a segmentation analysis.

Important note: This thesis will be written in cooperation with our partner *FactSet Digital Solutions*. Thus, a contact person at FactSet will be available for additional feedback and guidance.

Requirements

- High motivation and interest in the topic
- Willingness and ability to comprehend methodological literature

Language

English / German

Literature

Harrison, T. S. (1994), „Mapping Customer Segments for Personal Financial Services.“, *International Journal of Bank Marketing*, 12(8), 17-25.

Ngai, E. W., Xiu, L., & Chau, D. C. (2009), „Application of Data Mining Techniques in Customer Relationship Management: A Literature Review and Classification.“, *Expert Systems with Applications*, 36(2), 2592-2602.

Sheth, J. N., Sisodia, R. S., & Sharma, A. (2000), „The Antecedents and Consequences of Customer-centric Marketing.“, *Journal of the Academy of Marketing Science*, 28(1), 55-66.

Contact

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Which Online Tracking Services are Employed in the Financial Retail Industry?

Overview

Online tracking services, such as those from Google and Facebook, are ubiquitous in the web. They are employed to systematically gather large amounts of information about the browsing behavior of web users, which can then be used for targeted advertising. Yet, there are areas where web users might perceive the usage of such services as inappropriate – such as in sensitive areas such as banking and finance. This raises the question, whether there are industry specific differences in the extend to which online tracking services are employed.

The aim of this thesis is to explore empirically, to what extend online tracking services are used by the financial retail industry on their websites. Therefore, the student is asked to extract data on online tracking usage via web-scraping. The student should then provide a descriptive overview of which (and how many) online tracking services are used and present differences and similarities between banking and non-banking websites.

Important note: This thesis will be written in cooperation with our partner *FactSet Digital Solutions*. Thus, a contact person at FactSet will be available for additional feedback and guidance.

Requirements

- High motivation and interest in the topic
- Willingness and ability to work with web-scraping to gather the data

Language

English / German

Literature

Goldfarb, A., & Tucker, C. E. (2011), „Privacy Regulation and Online Advertising.“, *Management Science*, 57(1), 57-71.

Englehardt, S., & Narayanan, A. (2016), „Online tracking: A 1-million-site Measurement and Analysis.“, *Proceedings of the 2016 ACM SIGSAC Conference on Computer and Communications Security*, 1388-1401.

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Who gets the Deal? The Role of Personal and Venture Characteristics in Televised Business Pitches

Overview

Over the last years, a number of reality television format programs have gained popularity among young and innovative startups as a source of financing around the world. In TV shows such as Dragons' Den, Shark Tank, or Höhle der Löwen, entrepreneurs pitch their business ideas to secure investment finance from a panel of business angels.

Existing research shows that business angels usually assess a large number of criteria (e.g., those associated with the venture, the entrepreneur, the investment fit) to inform their investment decision. Like most startups in these shows either do not get a deal offered, or the deal fails after the show, it is an open question which criteria are applied by the investors.

Among others, the student should (1) assess the role of personal and venture characteristics in getting an investment offer, and (2) given the public nature of the negotiations, investigate whether these effects are still existing or even stronger when the negotiations take place behind closed doors. The student is provided with a rudimentary dataset of 2,850 startups covering 465 episodes from four different TV shows and is expected to extend this dataset with further information.

Requirements

- Experiences with the usage of professional statistics software (Stata, R)
- Willingness to learn and work with web scrapping approaches

Language

English

Literature

Pollack J. / Rutherford M. / Nagy B. (2012), "Preparedness and Cognitive Legitimacy as Antecedents of New Venture Funding in Televised Business Pitches", *Entrepreneurship: Theory and Practice*, 35, (5), pp. 915-936.

Maxwell A. / Jeffrey S. / Lévesque, M. (2011), "Business Angel Early Stage Decision Making", *Journal of Business Venturing*, 26, (2), pp. 212-225.

Cassar G. (2004), "The Financing of Business Startups", *Journal of Business Venturing*, 19, (2), pp. 261-283.

Boulton T. / Shohfi T. / Zhu P. (2012), "Angels or Sharks? The Role of Personal Characteristics in Angel Investment Decisions", SSRN Working Paper.

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A Comparison of Industry Classification Schemes in Entrepreneurship Research

Overview

For more than 70 years, investors, researchers, and governments have classified companies based on industries. Even though schemes such as the North American Industry Classification System (NAICS), are regularly updated, it is questionable to rely on standards and measures that were developed in a different age to reflect today's realities — especially when evaluating innovative startups as existing schemes categorize companies according to their means of production rather than their product. For example, should Airbnb be classified as an information company rather than an accommodation business?

Among others, the student should (1) quantify the usage of classification schemes in leading entrepreneurship research journals, and (2) examine the impact of using traditional classification schemes by replicating studies on venture capital in which startups are sampled by a classification based on product descriptions rather than their means of production. The student is provided with a dataset of more than 300,000 startups from 50 categories and is expected to extend this dataset with further information.

Requirements

- Experiences with the usage of professional statistics software (Stata, R)
- Willingness to learn and work with web scrapping approaches

Language

English

Literature

Bhojraj S. / Lee C. / Oler, D. (2009), "What's My Line? A Comparison of Industry Classification Schemes for Capital Market Research", *Journal of Accounting Research*, 41, (5), pp. 745-774.

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Gründerwettbewerbe als Erfolgsindikator?

Überblick

Mehr als 150 verschiedene Gründerwettbewerbe haben sich in den letzten Jahren in Deutschland entwickelt. Die vielversprechendsten Ideen und Geschäftsmodelle werden hier von einer fachkundigen Jury ausgewählt und mit Geldpreisen von bis zu 100.000 Euro prämiert. Doch ist eine solche Auszeichnung ein Indikator für den späteren Erfolg eines Unternehmens? Wie entwickeln sich die Preisträger über die Zeit?

Ziel der Arbeit ist es, teilnehmende Unternehmen und Preisträger von einer großen Anzahl von Gründerwettbewerben und deren Charakteristiken in Deutschland zu erfassen und die Auswirkungen auf die Entwicklung der Preisträger über die Zeit zu analysieren.

Voraussetzungen

- Erfahrung im Umgang mit Statistik-Software (Stata, R)
- Erfahrungen mit Webscraping-Technologien

Sprache

Deutsch / Englisch

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