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

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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 of 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 Time Management for a Bachelor Thesis

We expect students to write their thesis **during the lecture time of the current semester**. Therefore, we provide supervision only during the respective semester:

- During lecture time
    - Usually, only a shorter unavailability of your supervisor (e.g., because of conferences)
- Outside of lecture time
    - Expect a longer unavailability of your supervisor, e.g.,
        - Vacation (please expect responses only after the vacation period) or
        - Longer research stays abroad

- No supervision in the next semester. Thus, supervision ends in
    - Summer semester on September 30
    - Winter semester on March 31

Therefore, we strongly recommend that you start your thesis early!

1.5 Toolkit for Writing a Bachelor Thesis

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.

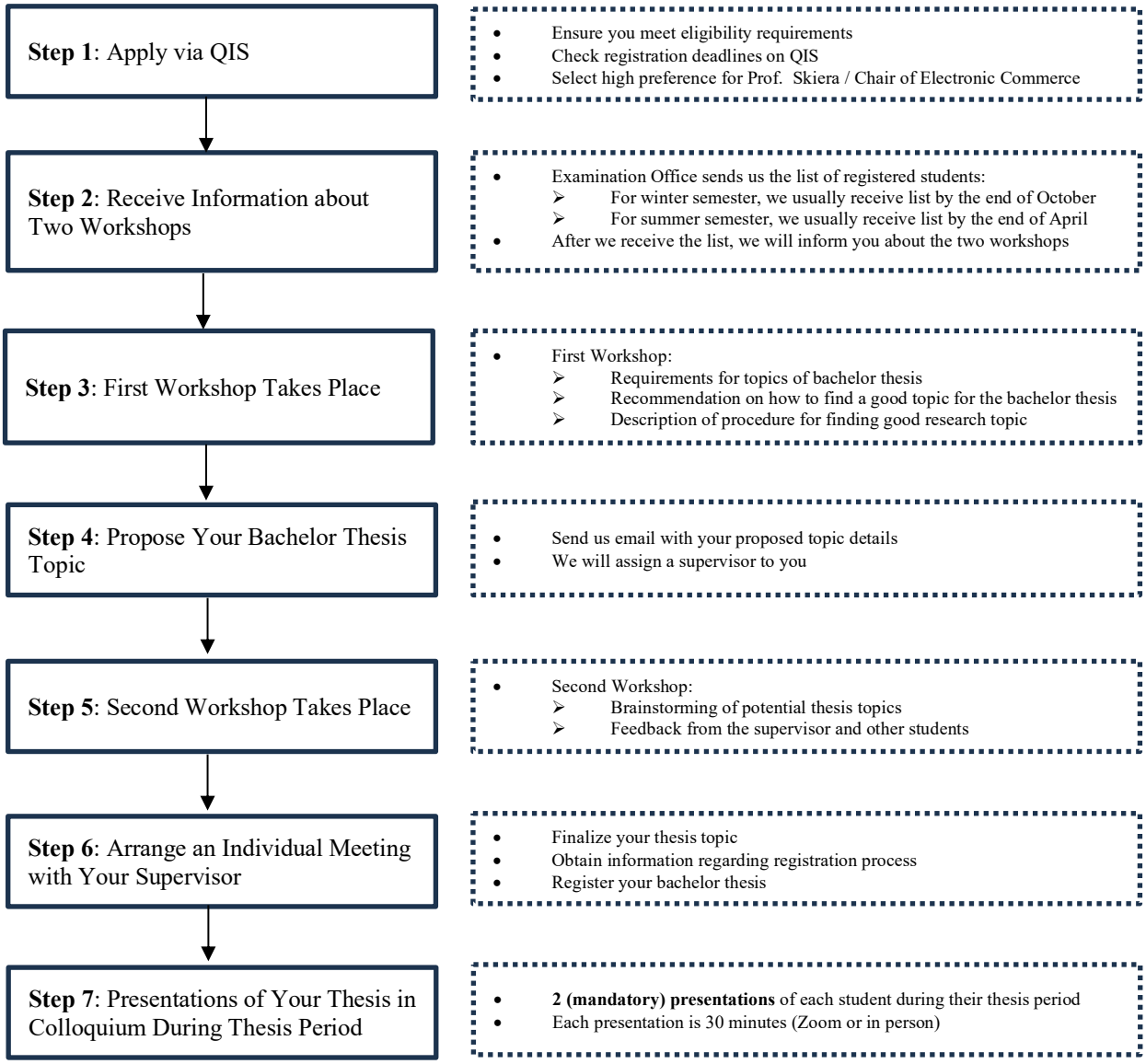
1.6 Evaluation Template for a Bachelor Thesis

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: Apply 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, apply for a bachelor thesis before the application deadline via QIS and select Prof. Dr. Bernd Skiera as your supervisor.

2.2 Step 2: Receive Information about Two Workshops

After the application deadline, we will receive the list of students we will supervise from the Examination Office. The Examination Office usually 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 workshops – explained in the following subsections – will occur after we receive the list of all successful applications from the Examination Office.

Please note: Participation in the two workshops is optional but strongly recommended. You should familiarize yourself with the document's content and instructions for writing a bachelor thesis. Both events will take place in person.

2.3 Step 3: First Workshop

To help you prepare for your bachelor thesis, we will offer a workshop covering important regulations, guidelines, and recommendations for writing a bachelor thesis. We may also discuss the document "*HINWEISE FÜR SEMINAR-, BACHELOR-UND MASTERARBEITEN*", which you can also find here.

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

2.4 Step 4: Propose a Topic for Your Bachelor Thesis

After the first workshop, you should be ready to propose the topic for your bachelor thesis. To do so, send an email to Ms. Mujgan Shakib (shakib@wiwi.uni-frankfurt.de) with a file ("*Template-TopicBachelor-Thesis.docx*") in which you briefly explain your proposed topic before the second workshop. We recommend submitting your topic proposal and writing your bachelor thesis in English.

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.

2.4.1 Selection of Topics for a Bachelor Thesis

You can either stick to the ideas that supervising doctoral students introduced in the first workshop. We also encourage students to develop a topic for their bachelor thesis. This topic should fulfill the following requirements:

- The topic should involve an empirical study, ideally involving transactional data or other "real-world data" (e.g., scraped data from websites, databases with actual prices (e.g., Keepa), actual visibility of websites (e.g., data from Sistrix). We also have access to data provided by Dewey. Getting access to this data and its documentation requires effort on our part. You can get a first impression of the data available via https://chatgpt.com/share/6ac3e375-ffa4-83ed-b8fa-3bd0bdec805d.
- We welcome the analysis of existing large-scale survey datasets; we are less interested in students collecting their own small surveys.
- The topic should fit the area of "quantitative marketing".
- Focus on economic aspects and not on psychological effects.

We recommend that you think about the following :

- What problem do you intend to solve in your bachelor thesis?
- Why is it relevant?
- Why is it difficult to solve?

In addition, you need to think about which data you will analyze in your empirical study. Interesting alternatives are the following:

- Scraping data (from websites),
- Getting data from the wide range of databases that you have access to at Goethe University,
- Collaborating with companies to examine their data,
- Sometimes, even looking at datasets available on websites such as Kaggle.

2.5 Step 5: Second Workshop Takes Place (7-14 Days Apart from First Workshop)

The second workshop will occur 7-14 days after the first workshop 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 to two topics for the workshop, which you can discuss with the doctoral students and receive their (hopefully constructive) feedback.

2.6 Step 6: Arrange an Individual Meeting with Your Supervisor

You should arrange an individual meeting with your supervisor to complete your thesis topic and register with the examination office as soon as possible.

2.6.1 Registration Process of Bachelor Thesis

- Students send the following information to your supervisor at least 1-2 weeks before their intended starting date:
    - Student ID Number:
    - Surname, First Name:
    - University email:
    - Degree Program ("Studiengang"):
    - Language of your Thesis:
    - Title of Thesis:
    - (Only for a Thesis with a German Title) English Translation of German Title:
- Your supervisor sends the signed registration form (by Prof. Skiera) to the students
- Students should immediately sign and send the form to the Examination Office (pruefungsamt@wiwi.uni-frankfurt.de)

2.7 Step 7: Mandatory Presentations of Your Thesis in the Colloquium

We offer a colloquium for bachelor theses at the Chair of Electronic Commerce. We expect each bachelor student to deliver **two <u>mandatory</u> presentations** during their thesis period. The presentations can take place either via Zoom or in person. We will provide further information about the colloquium in due course.

2.7.1 Suggestion for Planning of Mandatory Presentations

- **First presentation: (ideally) within weeks 2-5**
    - Research questions

- Dataset and planned methodology
- Potential outcome

- **Second presentation: (ideally) within weeks 6-9**
  - Presentation of a relatively complete thesis draft

2.7.2 Suggestion for Structure of the Mandatory Presentation

- **Aim of the Thesis (3-5 minutes)**
  - Start with the problem that you intend to solve and outline why the problem is relevant and why solving the problem is difficult.
  - Ideally include a slide that only outlines the aim of thesis.
- **Literature Review (3-5 minutes)**
  - Cover an overview of what we know about the solution of the problem, respectively, what we do not know about the problem's solution .
- **Remaining Presentation**
  - At a rather early stage of thesis:
    - Outline what you want to achieve, how you intend to achieve it and who can do what better because of the likely insights of the thesis.
  - At a rather late stage of thesis:
    - Outline the insights that you achieved, how you achieved these results and who can do what better because of the insights of the thesis