

# BACHELOR & MASTER THESES @ ELECTRONIC COMMERCE

Opportunities for FB02 Students

# Agenda

<b>Toolkit and Process</b>	<b>2</b>
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<b>How to Apply / Next Steps</b>	<b>7</b>

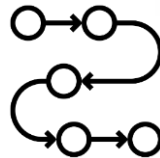


Successful students conducting their Bachelor's or Master's Thesis research at our Chair, are ambitious and offer a strong analytical skillset



### **Analytics Toolkit**

- Knowledge of or high willingness to learn programming languages such as R or Python
- At ease working with data (empirical research!)



### **Structured Thinking**

- High level of self-sufficiency
- Ability to break down problems into their individual components



### **Intellectual Curiosity**

- Intrinsic interest in the research topic
- Willingness to skill-up depending on project requirements



### **Critical Thinking**

- Willingness to take ownership and come up with suggestions on how to tackle problems
- Hands-on mentality



We offer you the opportunity to build a skillset both attractive to the corporate world, as well as academia

## Corporate World / Business



### Analytics

Applying and broadening your analytical skills as part of a thesis has been well-received by future employers



### Cooperations

The Chair is open to company projects, when these make a contribution that would not have been possible without a corporate partner (e.g. access to proprietary data)



## Academia



### Future research

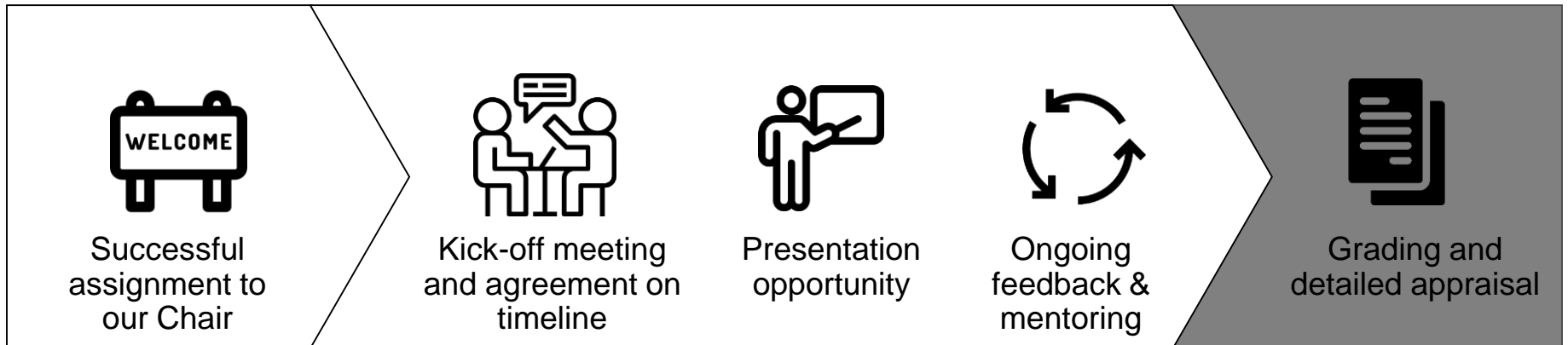
The skills you will learn and hone can be transferred very well to future research, i.e. take-home assignments, or a PhD



### Academic Career

We dedicate a lot of effort into supervising theses and give you a first glimpse of what it means to work as a researcher

Along the entire thesis process we act as enabler – if you are an ambitious student, we provide you with the resources and opportunity to thrive



### **Assignment to the Chair of Electronic Commerce**

After applying on QIS, the Examination office will inform you about your assignment to a professor. If it is Professor Skiera, then we will contact you concerning the next steps and your topic preferences.

### **Thesis supervision**

We ensure that we clearly outline mutual expectations at the beginning of your research project and support you well. You will have the opportunity to present your thesis a few weeks before finishing it (with no direct impact on your final grade!). Moreover, we are available to discuss your research and ideas regularly, ensuring you make efficient progress.

### **Grading**

Once you have submitted your thesis, we thoroughly and independently grade your work. We assess your work across 20 metrics, and you will receive a detailed written appraisal. You may use this appraisal for future applications.

Over the past years, many of our students have conducted very promising research



### 01 Competition on the Amazon Marketplace

- **Focus:** Measuring if Amazon's search engine creates fair rankings or discriminates against third parties
- **Methods:** Webscraping, fixed-effects regression



### 02 Company Project – Economic Nowcasting

- **Focus:** How can we use payments data for better real-time insights into the German economy?
- **Methods:** Text analysis, time series regression



### 03 Company Project – Insurance Marketplace

- **Focus:** What aspects drive customer satisfaction in the insurance world?
- **Methods:** NLP and text analyses, regression analysis



### 04 Corporate Sociopolitical Activism Index

- **Focus:** How can the intensity of a company's engagement on sociopolitical topics be measured?
- **Methods:** Naïve Bayes Classifier, descriptive graphing techniques

# At our Chair we cover a range of topic areas, yet we are also open to individual suggestions

- Impact of Cookie Banner Choices on 3<sup>rd</sup> Parties
- Website Compliance with GDPR
- Online Tracking Intensity
- User Reactions to Tracking-Free Offerings
- Digital Fingerprinting
- ...

## Consumer Privacy



- Online Visibility as Predictor of Firm Survival
- Competitive Threats on Product Markets
- Pareto Rule on Social Media
- ...

## Competition



**EXAMPLES**

**ELECTRONIC  
COMMERCE**

Goethe-Universität Frankfurt am Main

## Adjacent Topics

- Impact of Political Positioning of Companies
- Measuring the Political Position of News Media
- Impact of Misinformation Intervention on User Attention
- ...



## CLV / Firm Valuation

- Cohort Analysis
- Prediction of Customer Base Growth
- ...

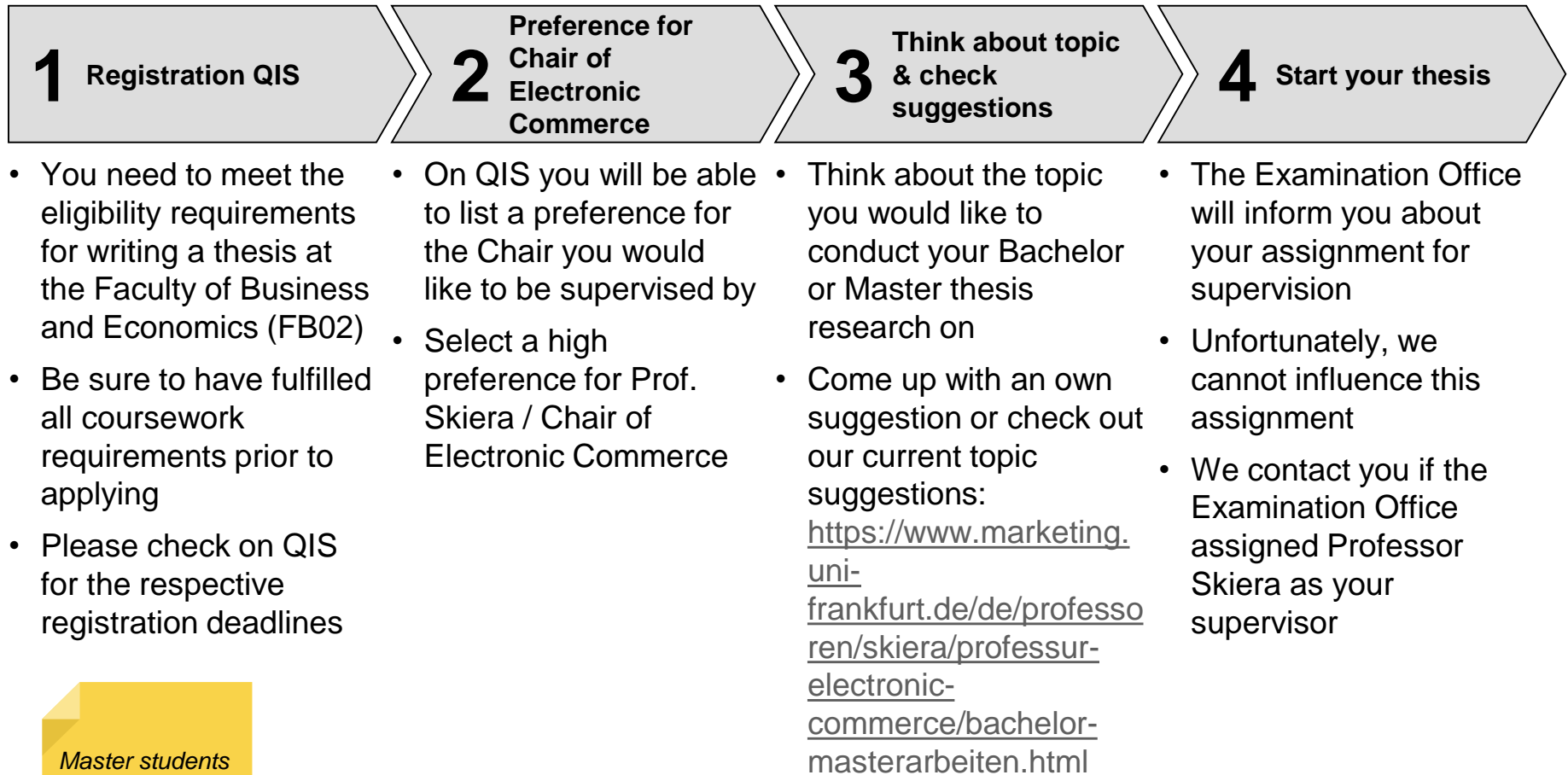


## Marketing-Finance Interface

- Importance of Marketing in Earnings Calls
- Investigating Firms' Marketing Focus
- ...

# Interested in writing your thesis with us? Great!

Please follow the application process.



*Master students may also apply outside the usual deadlines.*




We are looking forward to supervising you with your research endeavours.  
Feel free to reach out to us, if you have further questions!



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*“One of the most rewarding parts of my work at the Chair of Electronic Commerce is supervising smart students and seeing them succeed with their research endeavours.”*