

BACHELOR & MASTER THESES @ ELECTRONIC COMMERCE

Opportunities for FB02 Students

Agenda

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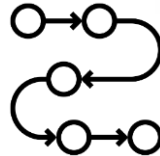


Successful students conducting their Bachelor's or Master's Thesis research at our Chair, are ambitious and offer a strong analytical skillset



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



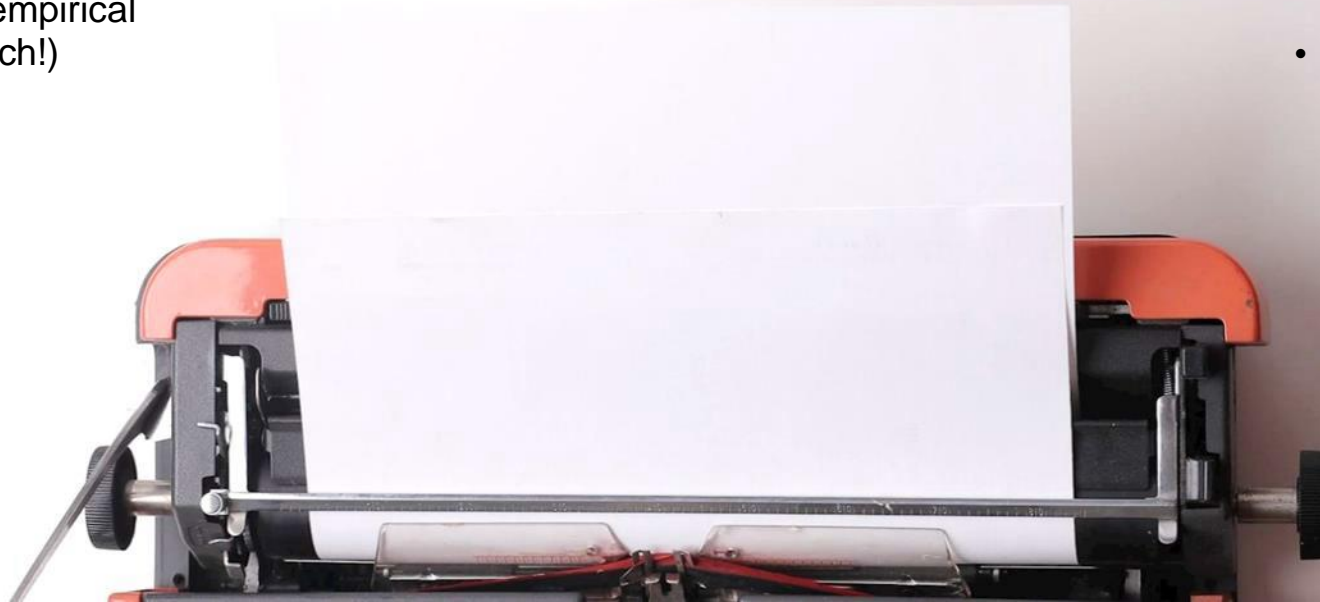
Intellectual Curiosity

- 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



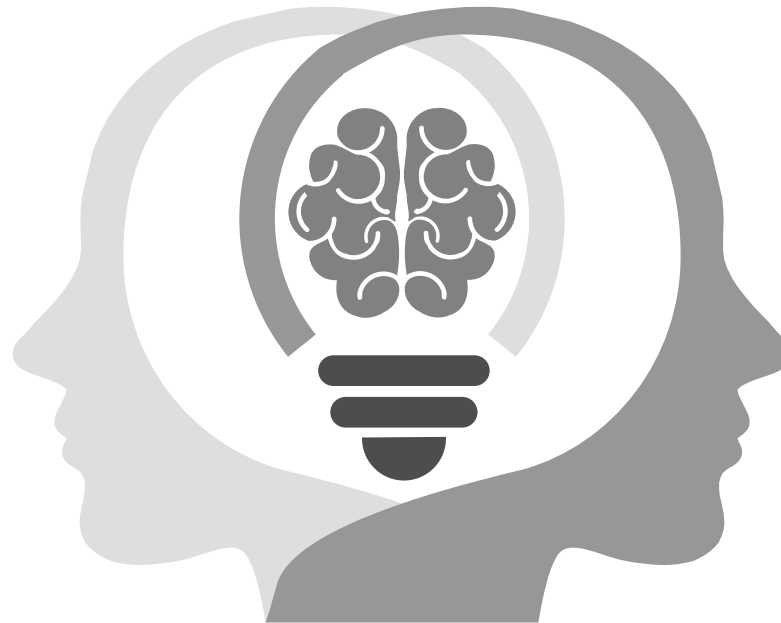
Analytics

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

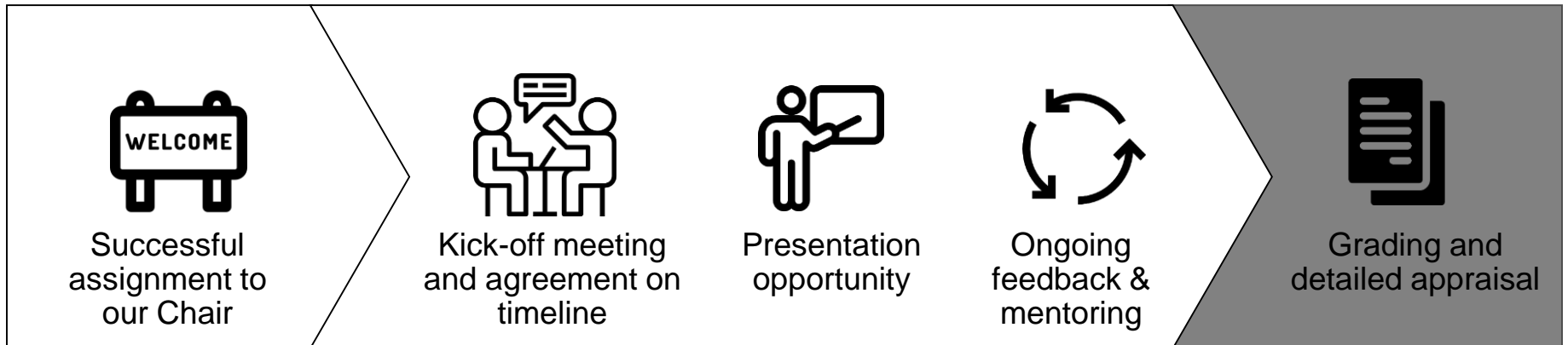
The skills you will learn and hone can be transferred very well to future research, i.e. take-home assignments, or a PhD



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 3rd 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
- ...

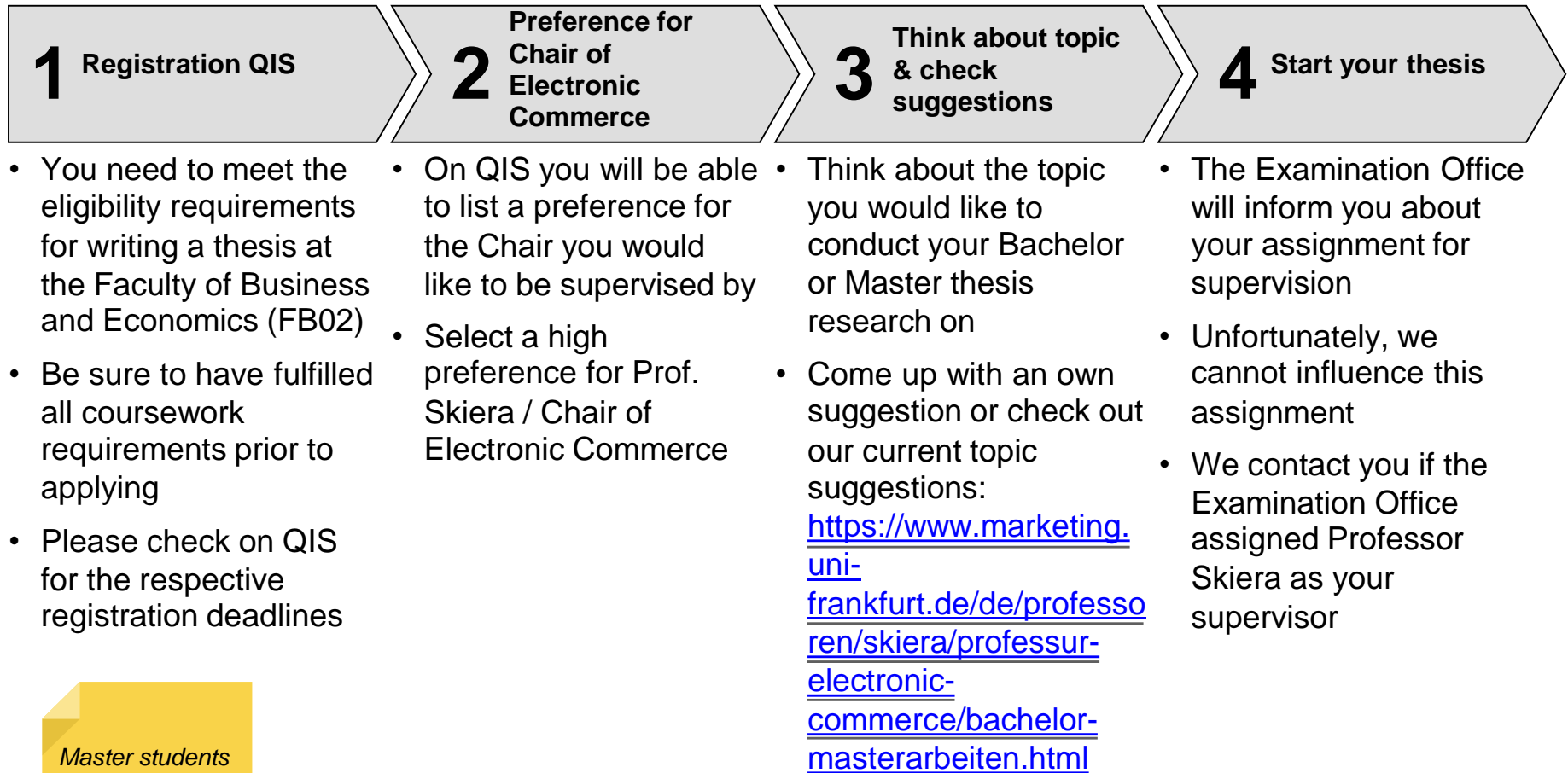


Marketing-Finance Interface

- 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.