



KATHOLISCHE UNIVERSITÄT  
EICHSTÄTT-INGOLSTADT



# Collection of Thesis Topics

Catholic University of Eichstätt-Ingolstadt  
Faculty of Business Administration

Chair of International Management  
Prof. Dr. Katja Gelbrich

State: February 2026

## Bachelor Thesis

<b>Topic (GE)</b>	<b>Wie das Herkunftsland die Akzeptanz nachhaltiger Produkte bei Konsumenten beeinflusst</b>
<b>Topic</b>	<b>How Country-of-Origin Influences Consumers' Adoption of Sustainable Products</b>
Short description	A country's commitment to sustainability can strengthen trust, credibility, and overall consumer perception of businesses and products originating from that country. This bachelor's thesis investigates whether a strong national sustainability reputation increases consumers' willingness to purchase eco-friendly products. It examines how perceptions of a country's environmental policies influence consumer trust and preference for its sustainable products, and explores strategies managers from countries with weaker sustainability reputations can use to effectively promote their sustainable offerings.
Relevant literature	<ul style="list-style-type: none"> <li>• Schill, M., Godefroit-Winkel, D. &amp; Hughes, M. Ü. (2020). A Country-of-Origin Perspective on Climate Change Actions: Evidence from France, Morocco, and the United States. <i>Journal Of International Marketing</i>, 29(1), 23–38. <a href="https://doi.org/10.1177/1069031x20963712">https://doi.org/10.1177/1069031x20963712</a></li> <li>• Tran, T. T. H. &amp; Papparoidamis, N. G. (2020). Eco-Innovations in Global Markets: The Effect of Ecological (In)Congruence on Consumers' Adoption Intentions. <i>Journal Of International Marketing</i>, 28(3), 64–83. <a href="https://doi.org/10.1177/1069031x20920869">https://doi.org/10.1177/1069031x20920869</a></li> </ul>
Language	German/English
Methodology	Literature research

<b>Topic (GE)</b>	<b>Auswirkungen kulturbezogener Einflüsse auf die Führungschancen von Frauen in multinationalen Unternehmen</b>
<b>Topic</b>	<b>Effects of Culture-Related Influences on Women's Leadership Opportunities in Multinational Corporations</b>
Short description	<p>Only 4.8% of all Fortune Global 500 companies are led by female CEOs, and although efforts are being made in many places to change this, progress remains slow. One factor that influences the representation of women in leadership positions is the cultural environment of a company. This thesis will therefore examine the extent to which national culture affects whether women are represented in leadership roles. Existing studies on this topic will be summarized, and research gaps will be identified.</p> <p>Previous research has shown that women in leadership positions have a positive impact on a company's innovation and performance. Consequently, the thesis will also address the question of which management recommendations can be derived from these findings for companies seeking new international markets.</p>
Relevant literature	<ul style="list-style-type: none"> <li>• Ng, E.S. and Sears, G.J. (2017). The glass ceiling in context: the influence of CEO gender, recruitment practices and firm internationalization on the representation of women in management'. <i>Human Resource Management Journal</i>, 27(1), 133–151</li> <li>• Omar, A. and Davidson, M.J. (2001). Women in management: a comparative cross-cultural overview. <i>Cross Cultural Management: An International Journal</i>, 8(3/4), 35-67.</li> </ul> <p>Griffin, D., Li, K., &amp; Xu, T. (2021). Board Gender Diversity and Corporate Innovation: International Evidence. <i>Journal of Financial and Quantitative Analysis</i>, 56(1), 123-154.</p>
Language	<ul style="list-style-type: none"> <li>• German/English</li> </ul>
Methodology	<ul style="list-style-type: none"> <li>• Literature research</li> </ul>

<b>Topic (GE)</b>	<b>Zusammenhang zwischen Landeskultur und der Entwicklung von nachhaltigen Geschäftsmodellen - Das Phänomen Secondhand</b>
<b>Topic</b>	<b>Connection between country cultures and the development of sustainable business models - The Secondhand phenomenon</b>
Short description	National culture influences many aspects of daily life, including social structures, manners, and fundamental attitudes. One of these attitudes concerns the importance of sustainability. As a result, sustainability holds a higher priority in some countries than in others. Existing research has already examined various hypotheses regarding which cultural characteristics have the greatest impact on sustainability. This thesis aims to build on this existing research and connect it with the acceptance of second-hand fashion. The goal of the study is to identify which cultural traits most strongly influence the acceptance of second-hand clothing and to explore the potential business opportunities this creates in the respective countries.
Relevant literature	<ul style="list-style-type: none"> <li>• Vachon (2010). International operations and sustainable development: Should national culture matter? <i>Sustainable Development</i> 18, 350–361</li> <li>• Piwowar-Sulej, K. (2022). Sustainable development and national cultures: a quantitative and qualitative analysis of the research field. <i>Environment, Development and Sustainability</i> 24, 13447–13475.</li> <li>• Xu et al (2014). Second-hand clothing consumption: a cross-cultural comparison between American and Chinese young consumers. <i>International Journal of Consumer Studies</i>, 38, 670–677.</li> <li>• <a href="https://de.statista.com/statistik/daten/studie/1222396/umfrage/umfrage-zum-konsum-von-secondhandprodukten-weltweit-nach-laendern/">https://de.statista.com/statistik/daten/studie/1222396/umfrage/umfrage-zum-konsum-von-secondhandprodukten-weltweit-nach-laendern/</a> <a href="https://de.statista.com/infografik/28411/geschaetzter-anteil-von-secondhand-mode-am-gesamtumsatz-in-den-aktuell-groessten-modemaerkten/">https://de.statista.com/infografik/28411/geschaetzter-anteil-von-secondhand-mode-am-gesamtumsatz-in-den-aktuell-groessten-modemaerkten/</a></li> </ul>
Language	• German/English
Methodology	Literature research

<b>Topic (GE)</b>	<b>Die Rolle der Kultur für nachhaltiges Konsumverhalten</b>
<b>Topic</b>	<b>The Role of Culture for Sustainable Consumer Behaviour</b>
Short description	This bachelor's thesis investigates how different cultural dimensions, such as power distance, individualism versus collectivism, masculinity versus femininity, uncertainty avoidance, indulgence versus restraint, and long-term versus short-term orientation, shape and motivate sustainable consumer behavior. The thesis also addresses practical implications by examining what multinational companies should consider when adapting sustainability marketing strategies to diverse cultural contexts.
Relevant literature	<ul style="list-style-type: none"> <li>• Vieira, V. A., Araújo, C. F. &amp; Groening, C. (2025). The Predictor Role of Perceived Consumer Effectiveness and Environmental Concern in Consumer Green Behavior: A Meta-Analysis with Cultural-Level Moderators. <i>Journal Of International Marketing</i>, 33(2), 39–60. <a href="https://doi.org/10.1177/1069031x251316551">https://doi.org/10.1177/1069031x251316551</a></li> <li>• Leonidou, C. N., Gruber, V. &amp; Schlegelmilch, B. B. (2022). Consumers' Environmental Sustainability Beliefs and Activism: A Cross-Cultural Examination. <i>Journal Of International Marketing</i>, 30(4), 78–104. <a href="https://doi.org/10.1177/1069031x221128786">https://doi.org/10.1177/1069031x221128786</a></li> </ul>
Language	• Deutsch/English
Methodology	Literature research

<b>Topic (GE)</b>	<b>Kulturelle und marktbedingte Einflüsse auf den nachhaltigen Lebensmittelkonsum: Wie internationale Marketingstrategien pflanzenbasierte Ernährung fördern können</b>
<b>Topic</b>	<b>Cultural and Market Influences on Sustainable Food Consumption: How International Marketing Strategies Can Promote Plant-Based Diets</b>
Short description	This bachelor's thesis investigates how cultural values, social norms, and regional market infrastructures shape consumer acceptance of plant-based diet strategies across different countries. It also explores how managers of multinational enterprises can adapt their marketing strategies to diverse cultural and market contexts in order to effectively promote plant-based products.
Relevant literature	<ul style="list-style-type: none"> <li>• Ruzeviciute, R. &amp; Thürridl, C. (2023). Food Matters: The Role of International (Marketing) Efforts in Addressing a Looming Climate Threat. <i>Journal Of International Marketing</i>, 31(3), 97–100. <a href="https://doi.org/10.1177/1069031x231182257">https://doi.org/10.1177/1069031x231182257</a></li> <li>• Cho, Y., Thyroff, A., Rapert, M. I., Park, S. &amp; Lee, H. J. (2012). To be or not to be green: Exploring individualism and collectivism as antecedents of environmental behavior. <i>Journal Of Business Research</i>, 66(8), 1052–1059. <a href="https://doi.org/10.1016/j.jbusres.2012.08.020">https://doi.org/10.1016/j.jbusres.2012.08.020</a></li> <li>• Cui, G., Zeng, J. &amp; Jin, C. (2022). The Impact of Vertical/Horizontal Individualism and Collectivism on Ethical Consumption. <i>Sustainability</i>, 14(21), 14254. <a href="https://doi.org/10.3390/su142114254">https://doi.org/10.3390/su142114254</a></li> <li>• Torán-Pereg, P., Mora, M., Thomsen, M., Palkova, Z., Novoa, S. &amp; Vázquez-Araújo, L. (2022). Understanding food sustainability from a consumer perspective: A cross-cultural exploration. <i>International Journal Of Gastronomy And Food Science</i>, 31, 100646. <a href="https://doi.org/10.1016/j.ijgfs.2022.100646">https://doi.org/10.1016/j.ijgfs.2022.100646</a></li> </ul>
Language	German/English
Methodology	Literature research

<b>Topic (GE)</b>	<b>Psychologische Resilienz angesichts technologischer Disruption: Eine kulturübergreifende Perspektive</b>
<b>Topic</b>	<b>Psychological Resilience in the Face of Technological Disruption: A Cross-Cultural Perspective</b>
Short description	This bachelor's thesis examines psychological resilience in the face of technological disruptions, with a focus on cross-cultural perspectives. It investigates how people from different cultural backgrounds cope with rapidly occurring technological changes, their impact on daily life, and how they adapt. By analyzing factors such as cultural values, support systems, and coping strategies, the study aims to identify the key elements that contribute to psychological resilience across cultures. The findings are intended to help companies develop culturally sensitive strategies that enhance the resilience and well-being of their customers in the face of technological advancement.
Relevant literature	<ul style="list-style-type: none"> <li>• Troy, A. S., Willroth, E. C., Shallcross, A. J., Giuliani, N. R., Gross, J. J., &amp; Mauss, I. B. (2023). Psychological Resilience: An Affect-Regulation Framework. <i>Annual Review of Psychology</i>, 74(1), 547–576.</li> <li>• Ungar, M. (2008). Resilience across cultures. <i>British Journal of Social Work</i>, 38(2), 218-235.</li> </ul>
Language	German/English
Methodology	Literature research

<b>Topic (GE)</b>	<b>Kulturelle Einflüsse auf Heuristiken und Verzerrungen im Konsumententscheidungsverhalten</b>
<b>Topic</b>	<b>Cultural Influences on Heuristics and Biases in Consumer Decision-Making</b>
Short description	This bachelor's thesis investigates whether heuristics and biases in consumer decision-making are consistent across cultures. If they are, it examines which cultural dimensions influence these heuristics and biases, how consumer decision-making and purchase behavior differ across cultures, and how these differences can inform the development of marketing strategies for multinational companies operating in diverse markets.
Relevant literature	<ul style="list-style-type: none"> <li>Hoffmann, S. &amp; Anwar, S. (2024). The Influence of Culture on the Lure of Choice, Mental Accounting, and Overconfidence. <i>Behavioral Sciences</i>, 14(3), 156. <a href="https://doi.org/10.3390/bs14030156">https://doi.org/10.3390/bs14030156</a></li> <li>Ma-Kellams, C. (2020). Cultural Variation and Similarities in Cognitive Thinking Styles Versus Judgment Biases: A Review of Environmental Factors and Evolutionary Forces. <i>Review Of General Psychology</i>, 24(3), 238–253. <a href="https://doi.org/10.1177/1089268019901270">https://doi.org/10.1177/1089268019901270</a></li> </ul>
Language	German/English
Methodology	Literature research

<b>Topic (GE)</b>	<b>Wie Mensch–KI-Beziehungen das Wohlbefinden der Nutzerinnen und Nutzer sowie das Vertrauen in KI-Empfehlungen beeinflussen</b>
<b>Topic</b>	<b>How Human–AI Relationships Shape User Well-Being and Trust in AI Recommendations</b>
Short description	This bachelor's thesis investigates how the use of relational AI tools influences users' psychological well-being. It examines the mechanisms through which AI companions may enhance consumers' well-being and explores how the perceived relationship between users and AI affects their acceptance of recommendations provided by AI systems.
Relevant literature	<ul style="list-style-type: none"> <li>Marriott, H. R. &amp; Pitardi, V. (2023). One is the loneliest number. . . Two can be as bad as one. The influence of AI Friendship Apps on users' well-being and addiction. <i>Psychology And Marketing</i>, 41(1), 86–101. <a href="https://doi.org/10.1002/mar.21899">https://doi.org/10.1002/mar.21899</a></li> <li>Yu, L. &amp; Fan, X. (2024). Lonely human and dominant robot: Similarity versus complementary attraction. <i>Psychology And Marketing</i>, 41(5), 1133–1151. <a href="https://doi.org/10.1002/mar.21975">https://doi.org/10.1002/mar.21975</a></li> <li>Pelau, C., Dabija, D. &amp; Stanescu, M. (2024). Can I trust my AI friend? The role of emotions, feelings of friendship and trust for consumers' information-sharing behavior toward AI. <i>Oeconomia Copernicana</i>, 15(2), 407–433. <a href="https://doi.org/10.24136/oc.2916">https://doi.org/10.24136/oc.2916</a></li> <li>Xie, T. &amp; Pentina, I. (2022). Attachment Theory as a Framework to Understand Relationships with Social Chatbots: A Case Study of Replika. <i>Proceedings Of The . . . Annual Hawaii International Conference On System Sciences/Proceedings Of The Annual Hawaii International Conference On System Sciences</i>. <a href="https://doi.org/10.24251/hicss.2022.258">https://doi.org/10.24251/hicss.2022.258</a></li> </ul>
Language	German/English
Methodology	Literature research

**Master Thesis**

<b>Topic (GE)</b>	<b>Atmosphärische Reize und der Kauf von Bio-Lebensmitteln: Wie Laden- und Umweltfaktoren Kaufentscheidungen beeinflussen</b>
<b>Topic</b>	<b>Atmospheric cues and organic food purchase: How store and environmental factors influence buying decisions</b>
<b>Short description</b>	This master's thesis examines the impact of atmospheric in-store cues on consumers' purchase decisions regarding organic food. First, the current state of research on the influence of atmospheric cues on consumer behavior is reviewed and contrasted with recent developments. The study further explores the importance of environmental cues, how they shape purchase decisions in the context of organic food, and whether these effects differ between organic and non-organic products.
<b>Relevant literature</b>	<ul style="list-style-type: none"> <li>• Larsen, N. M., Sigurdsson, V. &amp; Gunnarsson, D. (2022). Environmental cues for healthy food marketing: The importance of in-store research into three conversions. <i>Frontiers in Nutrition</i>, 9, 1078672. <a href="https://doi.org/10.3389/fnut.2022.1078672">https://doi.org/10.3389/fnut.2022.1078672</a></li> <li>• Bazhan, M., Sabet, F. S. &amp; Borumandnia, N. (2024). Factors affecting purchase intention of organic food products: Evidence from a developing nation context. <i>Food Science &amp; Nutrition</i>, 12(5), 3469–3482. <a href="https://doi.org/10.1002/fsn3.4015">https://doi.org/10.1002/fsn3.4015</a></li> <li>• Loebnitz, N., Schuitema, G. &amp; Grunert, K. G. (2015). Who Buys Oddly Shaped Food and Why? Impacts of Food Shape Abnormality and Organic Labeling on Purchase Intentions. <i>Psychology And Marketing</i>, 32(4), 408–421. <a href="https://doi.org/10.1002/mar.20788">https://doi.org/10.1002/mar.20788</a></li> </ul>
<b>Language</b>	German/English
<b>Methodology</b>	Empirical research

<b>Topic (GE)</b>	<b>Psychologische und kulturelle Treiber der Ernährungsentscheidungen</b>
<b>Topic</b>	<b>Psychological and Cultural Drivers Behind the Dietary Choices</b>
<b>Short description</b>	This master's thesis investigates the psychological and cultural drivers of dietary choices. Students are expected to examine various individual characteristics (e.g., masculinity, environmental values, health concerns, and mental attributions) and analyze how these factors are influenced by culture. The thesis should explore how cultural context shapes dietary preferences. Students may choose a specific dietary area and focus on selected characteristics. The study should conclude with managerial implications, guiding how to promote a particular diet within a specific cultural context.
<b>Relevant literature</b>	<ul style="list-style-type: none"> <li>• Loughnan, S., Bastian, B. &amp; Haslam, N. (2014). The Psychology of Eating Animals. <i>Current Directions in Psychological Science</i>, 23(2), 104–108. <a href="https://doi.org/10.1177/0963721414525781">https://doi.org/10.1177/0963721414525781</a></li> <li>• Leng, G., Adan, R. A. H., Belot, M., Brunstrom, J. M., De Graaf, K., Dickson, S. L., Hare, T., Maier, S., Menzies, J., Preissl, H., Reisch, L. A., Rogers, P. J. &amp; Smeets, P. A. M. (2016). The determinants of food choice. <i>Proceedings Of The Nutrition Society</i>, 76(3), 316–327. <a href="https://doi.org/10.1017/s002966511600286x">https://doi.org/10.1017/s002966511600286x</a></li> <li>• Mushi, E., Alphonse, R., Waized, B., Muhanga, M., Khalili, N. &amp; Rybak, C. (2025). Influence of consumer socio-psychological food environment on food choice and its implications for nutrition: evidence from Tanzania. <i>Frontiers in Nutrition</i>, 12, 1589492. <a href="https://doi.org/10.3389/fnut.2025.1589492">https://doi.org/10.3389/fnut.2025.1589492</a></li> </ul>
<b>Language</b>	German/English
<b>Methodology</b>	Empirical research

<b>Topic (GE)</b>	<b>Konsumentenreaktionen auf globale politische Unsicherheit und deren Auswirkungen auf länderspezifisches Kaufverhalten</b>
<b>Topic</b>	<b>Consumer Responses to Global Political Uncertainty and Its Effects on Country-Specific Purchasing Behavior</b>
Short description	Politics has become a chronic stressor for many individuals. While many people feel anger toward global political decisions, they also seek ways to respond in a meaningful and impactful manner. This master's thesis investigates how international political instability affects consumers and how it influences their purchase decisions regarding products from specific countries. The thesis should conclude with managerial recommendations for companies from countries experiencing high political instability, offering guidance on how to navigate consumer reactions and maintain market engagement.
Relevant literature	<ul style="list-style-type: none"> <li>• Kang, M., Kim, S. &amp; Lee, G. (2018). How International Political Conflict Hurts Country Image and further Influences Consumers' Purchase Intention. <i>International Business Research</i>, 11(2), 95. <a href="https://doi.org/10.5539/ibr.v11n2p95">https://doi.org/10.5539/ibr.v11n2p95</a></li> <li>• Wang, H. H., Hao, N., Wang, X. &amp; Moon, D. (2025). A three-country study on consumer responses to political conflicts: Boycott, buycott, or standby. <i>Applied Economic Perspectives And Policy</i>, 47(4), 1433–1468. <a href="https://doi.org/10.1002/aepp.13521">https://doi.org/10.1002/aepp.13521</a></li> <li>• Ford, B. Q. &amp; Feinberg, M. (2020). Coping with Politics: The Benefits and Costs of Emotion Regulation. <i>Current Opinion in Behavioral Sciences</i>, 34, 123–128. <a href="https://doi.org/10.1016/j.cobeha.2020.02.014">https://doi.org/10.1016/j.cobeha.2020.02.014</a></li> </ul>
Language	German/English
Methodology	Empirical research

<b>Topic (GE)</b>	<b>Sensorisches Marketing in der Luxusmode</b>
<b>Topic</b>	<b>Sensory Marketing in Luxury Fashion</b>
Short description	Luxury fashion relies heavily on multisensory experiences, both in-store and increasingly in digital environments, to justify premium prices, signal exclusivity, and build long-term loyalty. In this master's thesis, students are expected to focus on one area of sensory cues (sight, sound, smell, or touch) and investigate how this sensory input influences brand experience, emotional attachment, brand loyalty, and purchase decisions in luxury fashion. Given the evolving needs of consumers, luxury fashion brands are increasingly digitalizing and, in some cases, adopting more sustainable practices. Therefore, students may compare the effects of sensory cues in physical retail stores versus digital environments, or examine how emerging consumer sustainability expectations shape sensory marketing strategies in luxury fashion. Additionally, the thesis should explore whether these sensory cues generate similar effects across different cultural contexts.
Relevant literature	<ul style="list-style-type: none"> <li>• Shahid, S., Paul, J., Gilal, F. G. &amp; Ansari, S. (2022). The role of sensory marketing and brand experience in building emotional attachment and brand loyalty in luxury retail stores. <i>Psychology And Marketing</i>, 39(7), 1398–1412. <a href="https://doi.org/10.1002/mar.21661">https://doi.org/10.1002/mar.21661</a></li> <li>• Chandra, A. T. &amp; Balqiah, T. E. (2023). Utilizing Sensory Marketing and Brand Experience: The Case of Luxury Watchmaking. <i>Asia Pacific Management And Business Application</i>, 12(1), 19–38. <a href="https://doi.org/10.21776/ub.apmba.2023.012.01.2">https://doi.org/10.21776/ub.apmba.2023.012.01.2</a></li> <li>• Richadinata, K. R. P., Wardana, I. M., Ekawati, N. W. &amp; Aksari, N. M. A. (2025). Literature Review Sensory Marketing Analysis: Theoretical Foundations, Practical Applications, and Their Impact on Consumer Behavior. <i>Journal Of Economics And Public Health</i>, 3(4), 149–156. <a href="https://doi.org/10.37287/jep.h.v3i4.5391">https://doi.org/10.37287/jep.h.v3i4.5391</a></li> </ul>
Language	German/English
Methodology	Empirical research

<b>Topic (GE)</b>	<b>Kulturenübergreifende Strategien zur Gestaltung gleicher und inklusiver Botschaften</b>
<b>Topic</b>	<b>Cross-Cultural Strategies for Framing Equal and Inclusive Messages</b>
<b>Short description</b>	<p>Marketing strategies often portray various gender roles, including traditional stereotypes, such as women in decorative, sexualized, or domestic roles and men as authoritative, expert, or breadwinners. In recent years, many marketing messages have shifted toward promoting equality, including explicit female empowerment campaigns that challenge traditional stereotypes and the adoption of gender-neutral or inclusive marketing, which rejects binary segmentation and stereotypes. However, while some cultures are receptive to these messages, others continue to resist them.</p> <p>This master's thesis investigates how companies can adjust equality and inclusive marketing messages across cultures in a way that respects cultural expectations while simultaneously challenging harmful traditional gender roles and promoting a more inclusive environment through communication.</p>
<b>Relevant literature</b>	<ul style="list-style-type: none"> <li>• Middleton, K. &amp; Turnbull, S. (2021). How advertising got 'woke': The institutional role of advertising in the emergence of gender progressive market logics and practices. <i>Marketing Theory</i>, 21(4), 561–578. <a href="https://doi.org/10.1177/14705931211035163">https://doi.org/10.1177/14705931211035163</a></li> <li>• De Meulenaer, S., Dens, N., De Pelsmacker, P. &amp; Eisend, M. (2017). How consumers' values influence responses to male and female gender role stereotyping in advertising. <i>International Journal Of Advertising</i>, 37(6), 893–913. <a href="https://doi.org/10.1080/02650487.2017.1354657">https://doi.org/10.1080/02650487.2017.1354657</a></li> <li>• Grau, S. L. &amp; Zotos, Y. C. (2016). Gender stereotypes in advertising: a review of current research. <i>International Journal Of Advertising</i>, 35(5), 761–770. <a href="https://doi.org/10.1080/02650487.2016.1203556">https://doi.org/10.1080/02650487.2016.1203556</a></li> </ul>
<b>Language</b>	German/English
<b>Methodology</b>	Empirical research

<b>Topic (GE)</b>	<b>Die Auswirkungen von Social-Media-De-influencern auf den Kauf von Second-Hand-Produkten</b>
<b>Topic</b>	<b>The Impact of Social Media De-influencers on Second-Hand Product Purchases</b>
<b>Short description</b>	<p>This master's thesis investigates whether social media de-influencers can effectively promote second-hand products and counteract the overconsumption and preference for newly manufactured products driven by social media influencers. Students may further refine the topic by including mediating variables such as economic conditions, cultural acceptance of second-hand purchases, and psychological drivers, including perceptions of authenticity, self-image, and social status.</p>
<b>Relevant literature</b>	<ul style="list-style-type: none"> <li>• Elhajjar, S. &amp; Itani, O. S. (2025). Examining the impact of social media de-influencing on audiences. <i>Internet Research</i>. <a href="https://doi.org/10.1108/intr-04-2024-0574">https://doi.org/10.1108/intr-04-2024-0574</a></li> <li>• Khalil, T., Mahmood, C. K., Singh, H., Aftab, F., Khan, H., Manzoor, I. &amp; Abdulhayee, K. A. (2025). The digital de-influencing wave: redefining trust in online communities. <i>Frontiers in Communication</i>, 10. <a href="https://doi.org/10.3389/fcomm.2025.1600657">https://doi.org/10.3389/fcomm.2025.1600657</a></li> <li>• Gilal, F. G., Shaikh, A. R., Yang, Z., Gilal, R. G. &amp; Gilal, N. G. (2024). Secondhand consumption: A systematic literature review and future research agenda. <i>International Journal Of Consumer Studies</i>, 48(3). <a href="https://doi.org/10.1111/ijcs.13059">https://doi.org/10.1111/ijcs.13059</a></li> </ul>
<b>Language</b>	German/English
<b>Methodology</b>	Empirical or literature research

<b>Topic (GE)</b>	<b>Der kulturelle Einfluss auf die Akzeptanz von digitalen Freunden</b>
<b>Topic</b>	<b>The cultural influence on the acceptance of digital companions</b>
Short description	<p>People are increasingly using digital agents as digital friends (digital companions). Siri and Alexa are not only asked to set timers or make calendar entries, but are also expected to provide support during boredom or loneliness. Despite the growing acceptance of digital friends among users, this research area remains relatively underexplored.</p> <p>Separately, there is a substantial body of research showing that different cultural backgrounds influence the acceptance of new technologies.</p> <p>The aim of this thesis is to bring these two topics together and investigate how cultural background shapes attitudes toward and acceptance of digital friends.</p>
Relevant literature	<ul style="list-style-type: none"> <li>• Gelbrich, K., Kerath, A., &amp; Chun, H. H. (2023). Matching digital companions with customers: The role of perceived similarity. <i>Psychology &amp; Marketing</i>, 40(11), 2291-2305.</li> <li>• Schweitzer, F., Belk, R., Jordan, W., &amp; Ortner, M. (2019). Servant, friend or master? The relationships users build with voice-controlled smart devices. <i>Journal of Marketing Management</i>, 35(7-8), 693-715.</li> <li>• Mehmood, K., Kautish, P., &amp; Shah, T. R. (2024). Embracing digital companions: Unveiling customer engagement with anthropomorphic AI service robots in cross-cultural context. <i>Journal of Retailing and Consumer Services</i>, 79, 103825.</li> </ul>
Language	German/English
Methodology	Empirical research

<b>Topic (GE)</b>	<b>Treiber des Kaufs lokaler Produkte: Der Einfluss von Nationalismus oder Umweltbedenken auf Konsumententscheidungen</b>
<b>Topic</b>	<b>Drivers of Buying Local: The Impact of Nationalism or Environmental Concerns on Consumer Decision-Making</b>
Short description	<p>This master's thesis investigates the key drivers behind consumers' preference for buying local products. It examines whether this preference is primarily motivated by environmental concerns, national identity, or a combination of both, and how these motivations differ across cultures. The thesis further explores how cultural values shape attitudes toward local consumption and influence purchase decisions. The study should conclude with managerial implications, offering guidance on how companies can effectively position and market local products in different cultural contexts.</p>
Relevant literature	<ul style="list-style-type: none"> <li>• Pekkanen, T. &amp; Penttilä, V. (2020). The responsibility of an ethnocentric consumer – nationalistic, patriotic or environmentally conscientious? A critical discourse analysis of “buy domestic” campaigns. <i>International Marketing Review</i>, 38(2), 300–320. <a href="https://doi.org/10.1108/imr-06-2019-0163">https://doi.org/10.1108/imr-06-2019-0163</a></li> <li>• Dudziak, A., Stoma, M. &amp; Osmólska, E. (2023). Analysis of Consumer Behaviour in the Context of the Place of Purchasing Food Products with Particular Emphasis on Local Products. <i>International Journal Of Environmental Research And Public Health</i>, 20(3), 2413. <a href="https://doi.org/10.3390/ijerph20032413">https://doi.org/10.3390/ijerph20032413</a></li> </ul>
Language	German/English
Methodology	Empirical research

<b>Topic (GE)</b>	<b>Realismus von AR-Try-Ons und dessen Einfluss auf Konsumententscheidungen</b>
<b>Topic</b>	<b>AR Try-On Realism and Its Influence on Consumer Purchase Decisions</b>
Short description	Realistic AR try-on experiences are driven by accurate visuals, smooth and controllable interactions, and personalized, diagnostic representations, which together foster immersion, ownership, and presence, ultimately strengthening purchase decisions. However, research on the precise, design-level determinants of realism, as well as on diverse populations and product categories, remains limited. This master's thesis should investigate the individual factors that make AR try-on experiences feel more realistic for different consumers, how these factors enhance immersion in the experience, and how they influence purchase decisions.
Relevant literature	<ul style="list-style-type: none"> <li>• Sutarjana, N. M. P. W. &amp; Ekawati, N. W. E. (2025). The Effect of Augmented Reality Virtual Try-On on Purchase Intention Through the Mediation of Perceived Enjoyment. <i>International Journal Of Management Accounting &amp; Finance (KBIJMAF)</i>, 2(3), 35–48. <a href="https://doi.org/10.70142/kbijmaf.v2i3.333">https://doi.org/10.70142/kbijmaf.v2i3.333</a></li> <li>• Lavoye, V., Tarkiainen, A., Sipilä, J. &amp; Mero, J. (2023). More than skin-deep: The influence of presence dimensions on purchase intentions in augmented reality shopping. <i>Journal Of Business Research</i>, 169, 114247. <a href="https://doi.org/10.1016/j.jbusres.2023.114247">https://doi.org/10.1016/j.jbusres.2023.114247</a></li> </ul>
Language	German/English
Methodology	Empirical research