Writing Your Thesis
at the Chair for Value Based Marketing

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Structure of Information Seminar

I. Topics & Theses
II. Process
III. Chair’s Newsletter, Facebook Page, and Contact
What Is the Aim of a Thesis?

- Develop the ability to conduct a research project in a largely autonomous way and to successfully work on a topic in an **independent**, **systematic** and **clear** way.
- Solve a specific problem by a **systematic use** of an **appropriate choice** of theory and (empirical) methodologies.
- Learn how to **think** and **argue** theoretically and analytically.
- Position yourself in the employment market.
- Enjoy doing research: **Research can be fun!**
Chair’s Key Research and Teaching Areas

- Services Marketing
- New Media Marketing
- Social Media Marketing
- Customer Satisfaction
- Word of Mouth
- SERVQUAL
- Customer Expectations
- Service Climate
- Servicescape
- Capacity Management
- Waiting Management
- Market Orientation
- Branding Services
- Brand Climate
- Yield Management
- Brand Elements
- Brand Portfolio
- Brand Personality
- Emotional Labor
- Multichannel Marketing
- Value Based Marketing
- Solution Selling
- Service Profits Chain
- Brand Performance
- Customer Satisfaction
- Service Transition Strategies
- Brand Asset Valuator
- Customer Orientation
- Efficient Market Hypothesis
- Shareholder Value
- Customer Lifetime Value
- Marketing Resources
- Customer Expectations
- Brand Equity
- Customer Equity
- Service Marketing Success
- Value Appropriation
- Emotional Labor
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Very Good Theses in the Past

<table>
<thead>
<tr>
<th>Type</th>
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<tbody>
<tr>
<td>Conceptual bachelor thesis</td>
<td>Development of a Typology of Multichannel Strategies</td>
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<tr>
<td>Conceptual bachelor thesis</td>
<td>Erfolgsfaktoren viraler Marketingkampagnen: Literaturüberblick und Entwicklung eines konzeptuellen Modells</td>
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<td>Conceptual bachelor thesis</td>
<td>Uniformed Response Bias: Summarizing the Evidence and Developing an Integrative Framework</td>
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<tr>
<td>Empirical bachelor thesis</td>
<td>Diskriminierung von Dienstleistungskunden: Empirische Analyse kritischer Ereignisse</td>
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<tr>
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<td>Determinanten von Freiwilligenengagement: Eine empirische Untersuchung</td>
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<tr>
<td>Conceptual master thesis</td>
<td>Corporate Authenticity in Social Media: Conceptualization and Development of a Measurement Instrument</td>
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<td>Die Gestaltung eines Anreizsystems im Multichannelmanagement: Konzeptuelle Herleitung und Anwendung auf Telefónica Germany</td>
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Further Chair-Related Research and Teaching Areas

- General marketing (e.g., retailing, innovation management, brand management, customer management, advertising, pricing, sales)
- Digital management (e.g., omnichannel marketing, e-commerce, social media, digital distribution, digital business models, sharing economy)
- Personnel marketing/HR management (e.g., people management, employee behavior, employer branding, internal marketing)
- General management (e.g., strategy, CSR, corporate governance, marketing finance-/controlling interface)
Thesis Topic Selection

- Huge list of various topics is available at chair, topics will be allocated through supervisors
- Alternatively, students can suggest a topic by submitting an exposé (one pager)
- Research projects in cooperation with companies are possible

Theses

- Bachelor thesis: 30 pages (± 10%)
- Master thesis: 60 pages (± 10%)
- You can either write your thesis in German or English
- Bachelor students are encouraged to write a conceptual thesis within two months
- Master students are allowed to choose between writing a conceptual thesis (four months) or an empirical thesis (six months)
- For additional information, please refer to our website for academic writing guidelines
Requirements (I)

- You are interested in high quality research and in combining scientific rigor with practical relevance.
- Bachelor and master students should have successfully participated in
  - At least one of our lectures (New Media Marketing: Principles, Services Marketing: Principles, Value Based Marketing, Advanced Services Marketing or Advanced Value Based Marketing)
  - And one of our seminars (ideally a research seminar)
- Participation in one of our seminars is not a requirement for master students studying GBM
Requirements (II)

- Master students should have **experience with empirical studies** or be interested in practicing empirical research
- In case of excess demand, bachelor/master students with an **average grade of 2.5** or better will be preferred
- Master students with an interest in an empirical thesis will also be preferred

Application at Chair

- Information regarding application process is available at our website: [https://www.wiwi.uni-augsburg.de/en/bwl/paul/study/theses/bachelor__master_theses](https://www.wiwi.uni-augsburg.de/en/bwl/paul/study/theses/bachelor__master_theses)
- Application deadline: **April 17, 2016**
- You will be notified of acceptance or rejection via email one week after application deadline; however, acceptance is very likely
Registration at Examination Office

- Please hand in your registration when receiving your topic
- Registration form available on examination office’s website
  - Bachelor: https://www.uni-augsburg.de/einrichtungen/pruefungsamt/Antraege_Informationen/WiWi/Abschlussarbeiten/2015-Protokoll-Bachelorarbeit-blau_16_12_2015_.pdf
  - Master: https://www.uni-augsburg.de/einrichtungen/pruefungsamt/Antraege_Informationen/WiWi/Abschlussarbeiten/2015-Protokoll-Masterarbeit_rosa.pdf
- Deadline for submission will be determined by the university’s examination office

Supervision

- Bachelor theses
  - Seminar including
    - Kick-off session in the second or third week of lecture period, topics and academic writing guidelines will be introduced, determines start of writing time
    - 15 minutes presentation (incl. feedback from fellow students and supervisors) of each topic two or three weeks later
    - Additional information available on our website
  - Individual appointments with supervisor on request
  - If needed, time plan can be set by supervisor
- Master theses
  - Start of writing time can be determined individually
  - Several appointments with Prof. Dr. Paul and supervisor on request
  - If needed, time plan can be set by supervisor
### Process: Conceptual Bachelor Thesis

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### Process: Empirical Quantitative Master Thesis

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Prof. Dr. Michael Paul – Markus Gahler, M.Sc. – Sanja Kralj, M.Sc. – Andreas Lechner, M.Sc. – Chair for Value Based Marketing – University of Augsburg
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