

33901 Seminar: Masterseminar Marketing

Wintersemester 2024/25

Nr.	Thema
1	Purchase Decision Quality in Retailing Contexts: A Systematic Literature Review
2	Consumer Well-Being in Retailing Contexts: A Systematic Literature Review
3	Prosocial Behavior in Retailing Contexts: A Systematic Literature Review
4	The (De-)Stigmatization of Health in Marketing Contexts: A Systematic Literature Review
5	How to Increase (Health) Data Disclosure: A Systematic Literature Review
6	The Marketing of Period Products: A Systematic Literature Review
7	Network Effects in the Context of Video Games: A Systematic Literature Review
8	Business Models in the Video Game Industry: A Systematic Literature Review
9	Theoretical Perspectives on Motivations to Play Video Games: A Systematic Literature Review