

Possible Master Thesis Topics @ The Professorship of Digital Marketing

You may choose one or more of the following research themes as a starting point for your master's thesis exposé. Please keep in mind that these are not final topic suggestions, but rather general ideas to guide your focus. In your exposé, you should refine and specify a concrete topic, discussing its theoretical significance and the methods you plan to use. Additionally, we particularly encourage research that involves quantitative analysis and data-intensive approaches.

Topic 1: Virtual Influencers

- **Subtopics:** Diversity, Mental Health, Marketing Effectiveness (Likes, Comments), Comparison of human and virtual influencers, Live Streaming, Live Shopping
- Source 1: [Making Sense? The Sensory-Specific Nature of Virtual Influencer Effectiveness](#)
- Source 2: [Artificial Intelligence in Utilitarian vs. Hedonic Contexts: The "Word-of-Machine" Effect](#)
- Source 3: [What Drives Virtual Influencer's Impact?](#)
- Source 4: [Trust Me, I'm an Influencer! - A Comparison of Perceived Trust in Human and Virtual Influencers](#)

Topic 2: Synthetic Consumers for market research

- Source 1: [Frontiers: Can Large Language Models Capture Human Preferences?](#)
- Source 2: [Frontiers: Determining the Validity of Large Language Models for Automated Perceptual Analysis](#)
- Source 3: [Generative Agents: Interactive Simulacra of Human Behavior](#)

Topic 3: GenAI x Blockchain - How can we as a society ensure (and collectively agree) that an image resembles the truth

- Source 1: [AMP: Authentication of Media via Provenance](#)
- Source 2: [Coalition for Content Provenance and Authenticity](#)
- Source 3: [Content Authority Initiative](#)
- Source 4: [Reuters new proof of concept employs authentication system to securely capture, store and verify photographs](#)
- Source 5: [Preserving trust in photojournalism through authentication technology](#)

Topic 4: GenAI x Product Design

- Source 1: [Technology devalues luxury? Exploring consumer responses to AI-designed luxury products](#)
- Source 2: [Customization in luxury brands: can Valentino get personal?](#)
- Source 3: [Design and Evaluation of Product Aesthetics: A Human-Machine Hybrid Approach](#)
- Source 4: [Human vs. AI: The battle for authenticity in fashion design and consumer response](#)
- Source 5: [Generative Artificial Intelligence and Design Co-Creation in Luxury New Product Development: The Power of Discarded Ideas](#)

Topic 5: GenAI in Music

- **Subtopics:** Music generation (architecture, models, capabilities, modalities, fine-tuning), marketing effectiveness & disclosure, perception
- Source 1: [Fast Timing-Conditioned Latent Audio Diffusion \(arxiv.org\)](#)
- Source 2: [The Power of AI-Generated Voices: How Digital Vocal Tract Length Shapes Product Congruency and Ad Performance](#)
- Source 3: [Changing Their Tune: How Consumers' Adoption of Online Streaming Affects Music Consumption and Discovery | Marketing Science \(informs.org\)](#)

Topic 6: Synthetic Eye Tracking: Using Multimodal Large Language Models to Simulate Top-Down Eye Tracking Processes

- Source 1: [Eye-Tracking-Based Classification of Information Search Behavior Using Machine Learning: Evidence from Experiments in Physical Shops and Virtual Reality Shopping Environments](#)
- Source 2: [Time to pay attention to attention: using attention-based process traces to better understand consumer decision-making](#)
- Source 3: [Eye Tracking Reveals Processes that Enable Conjoint Choices to Become Increasingly Efficient with Practice](#)
- Source 4: [Combining virtual reality and mobile eye tracking to provide a naturalistic experimental environment for shopper research](#)

Topic 7: Automated Image Analytics: Using Multimodal Large Language Models for Zero-Shot Object Detection in Marketing

- Source 1: [Automated Image Analysis \(AIA\)](#)
- Source 2: [Scaling Open-Vocabulary Object Detection \(arxiv.org\)](#)
- Source 3: [Grounding DINO: Marrying DINO with Grounded Pre-Training for Open-Set Object Detection \(arxiv.org\)](#)
- Source 4: [Grounded Language-Image Pre-training \(arxiv.org\)](#)