



# Master Program: Strategic Management

## Topics for Master's Theses in WS 2014/15

Team Service Management and Tourism  
Prof. Dr. Nicola Stokburger-Sauer

### Topics for Master Theses Winter Term 2014/15



#### Emotions, Consumer Behavior, and Marketing Management

1. The Role of Emotional Contagion in a Service Failure and a Service Recovery Context
2. The Relationship between Work-life Balance, Emotional Labor and Organizational Variables
3. The Role of Emotion Displays in Advertisements

#### The Five Senses and Servicescapes

4. The Role of Atmospheric in Healthcare Servicescapes
5. Consumption Experience in Servicescapes
6. Sensory Cues and Destination Attachment

## Topics for Master Theses

Winter Term 2014/15

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### Product Aesthetics, Consumer Behavior, and Marketing Management

7. The Influence of Types of Product Information on Consumer Response
8. The Influence of Product Aesthetics on Consumer Response
9. The Influence of Types of Product Information on Consumer Response
10. The Role of Product Form on Perceived Brand Personality
11. How Designer Products Affect Product Perception
12. "It" Products in Fashion (Fashion Hits): The Role of Social Media
13. The Role of Aesthetic Packaging in Promoting Sustainable Products

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### Coproduction, Social Influence, and Marketing Management

14. Co-Designing Products: The Relevance of Task Advice
15. The Role of Perceived Fairness in Coproduction Processes
16. The Role of Social Influence in Public vs. Private Consumption Contexts