

Topic Area	Future Challenges in Marketing and Innovation Management
<b>Overview</b>	<p>Digitalization and AI offer extensive opportunities for companies' marketing activities. However, these new algorithms are also associated with a number of challenges. The suggested topics are intended to shed light on these aspects.</p> <p>These topics will be supervised by Professor Stock-Homburg. The thesis should be written in English language. The topics are highly relevant for business and research. Thus, excellent work could be submitted to an international conference or journal.</p>
<b>Specific Topics</b>	<ul style="list-style-type: none"> <li>▪ Can <b>AI</b> be a source for <b>innovation</b>? An overview on AI-based creativity techniques</li> <li>▪ <b>Innovate or perish</b>: Are users more innovative in the crisis?</li> <li>▪ <b>Virtual creativity</b> – Are employees who work from home more creative than those who work on a firm campus?</li> <li>▪ <b>Digital business models</b> in the COVID-19 crisis – a practical overview</li> <li>▪ <b>AI</b> in service marketing: Challenge or threat?</li> <li>▪ <b>Digital services marketing</b> in the COVID-19 crisis</li> <li>▪ Customized <b>digital advertisement</b> – Boundary between responsiveness and customer manipulation</li> </ul>
<b>Basic Literature</b>	<ul style="list-style-type: none"> <li>▪ Holthaus, C., Park, Y. K., &amp; Stock-Homburg, R. (2015). People Analytics und Datenschutz–Ein Widerspruch?. <i>Datenschutz und Datensicherheit</i>, 39(10), 676-681.</li> <li>▪ Larivière, B., Bowen, D., Andreassen, T. W., Kunz, W., Sirianni, N. J., Voss, C., Wunderlich, N. V., &amp; De Keyser, A. (2017): Service Encounter 2.0: An investigation into the roles of technology, employees and customers. <i>Journal of Business Research</i> 79, 238-246.</li> <li>▪ Schneider, K., Reinke, K., Gerlach, G., Anderson, C., Wojtek, S., Neitzel, S., Dwarakanath, R., Boehnstedt, D., &amp; Stock, R. (2017). Aligning ICT-enabled Availability and Individual Availability Preferences: Design and Evaluation of Availability Management Applications. <i>International Conference on Information Systems 2017, Seoul, South Korea</i>.</li> <li>▪ Stock, R. (2014). How Should Customers Be Integrated for Effective Interorganizational NPD Teams? An Input–Process–Output Perspective. <i>Journal of Product Innovation Management</i>, 31(3), 535-551.</li> <li>▪ Stock, R., de Jong, A., &amp; Zacharias, N. (2017). Frontline Employees' Innovative Service Behavior as Key to Customer Loyalty: Insights into FLEs' Resource Gain Spiral. <i>Journal of Product Innovation Management</i>, 34(2), 223-245.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Stock, R. &amp; Merkle, M. (2017). A Service Robot Acceptance Model: User Acceptance of Humanoid Robots During Service Encounters, <i>IEEE International Conference on Pervasive Computing and Communications 2017, Kailua-Kona, USA</i>.</li> <li>▪ Stock, R., Merkle, M., Eidens, D., Hannig, M., Heineck, P., Nguyen, M. A., &amp; Völker, J. (2019). When Robots Enter Our Workplace: Understanding Employee Trust in Assistive Robots. <i>Fortieth International Conference on Information Systems, Munich</i>.</li> <li>▪ Stock-Homburg, R., &amp; Hannig, M. (2020). Is There a Privacy Paradox in the Workplace?. <i>Forty-First International Conference on Information Systems, India</i>.</li> <li>▪ Stock-Homburg, R., Hannig, M., &amp; Lilienthal, L. (2020). Conversational Flow in Human-Robot Interactions at the Workplace: Comparing Humanoid and Android Robots. <i>International Conference on Social Robotics (ICSR), 578-589</i>.</li> </ul>
<p><b>Additional Information</b></p>	<p>Prerequisites: Sufficient scientific and methodological knowledge  Kind of thesis: bachelor thesis, study or master thesis  Start: as soon as possible  Publication options: Excellent works could be submitted as international conference or journal paper or to the working paper series on Market-oriented Management of the chair of Marketing and HRM.</p>
<p><b>Contact</b></p>	<p>Please contact M.Sc. Katharina Staab (<a href="mailto:katharina.staab@bwl.tu-darmstadt.de">katharina.staab@bwl.tu-darmstadt.de</a>) with your CV and transcript of records, and indicate the specific topic you are interested in.</p>