


<b>Topic</b>	<b>Do we need morality in the service encounter? – Study on ethical aspects for marketing</b>
<b>Overview</b>  	<p>Imagine that you go to a specialist store in order to buy a complicated technical devise. Luckily, the store has an expert service employee who can help you with your purchase decision and give advice on the technical details. You will probably trust the service employee advising you to a large extent. But how do we know if the service employee has our best interest in mind?</p> <p>This leads us to the question of <b>morality in the service encounter</b> – and that is the topic of your thesis!</p> <p>In particular, we attempt to answer the following questions:</p> <ul style="list-style-type: none"> <li>• Do customers value morality in the service encounter?</li> <li>• What does morality towards the customer mean?</li> <li>• To what extent does (im)moral behavior in the service encounter affect customer trust and satisfaction?</li> <li>• What psychological mechanisms can explain these effects?</li> </ul> <p>Did you get curious to know more about this topic? Get in touch!</p> <p>If you are enthusiastic about this area of research, have a hands-on mentality and would like to conduct an <b>experiment</b> on this topic, then we look forward to hearing from you!</p> <p><b>Become part of an exciting experimental study!</b></p>
<b>Language</b>	<ul style="list-style-type: none"> <li>• Very good knowledge of German is mandatory for the conduction of the experiments</li> <li>• The written work should be in English</li> </ul>
<b>Additional information</b>	<p>Start: flexible; as agreed upon with supervisor</p> <p>Type of work: Master thesis</p> <p>Prerequisites: Interest in topics at the interface between marketing, psychology and ethics</p> <p>Field of study: psychology or business students preferred</p>
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