

## Call for Thesis Candidates: Behavioral-Psychological Approaches to Reducing Returns in E-Commerce

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### A. Bachelor's Thesis

**Topic:** Return Reduction in E-Commerce – A Systematic Literature Review

**Background & Objective:** This thesis aims to compile the current body of knowledge on return reduction strategies in online retail. It will focus on behavioral-psychological drivers and identify best practices from various sources. An extensive collection of possible sources will be provided from the beginning.

**Method:** Systematic literature review, synthesizing peer-reviewed articles, conference proceedings, and industry reports.

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### B. Master's Thesis 1

**Topic:** Explorative Analysis of Longitudinal Effects of AI-Triggered Nudges

**Background & Objective:** This research examines how AI-generated nudges influence customer return and purchasing behavior over time. The goal is to uncover patterns and changes in consumer decision-making. Data sets are available. Collaboration for a full research paper can be discussed in case of an outstanding master's thesis.

**Method:** Quantitative analysis of an existing dataset; requires analytical skills and familiarity with R for data processing and statistical modeling; might require cloud computing approaches.

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### C. Master's Thesis 2

**Topic:** Qualitative Research on E-Commerce Return Reduction Strategies

**Background & Objective:** This study explores attitudes toward reducing returns, the role of return rates as a KPI, and overall awareness of the benefits and challenges. Collaboration for a full research paper can be discussed in case of an outstanding master's thesis.

**Method:** In-depth interviews with E-Commerce employees, managers, consultants, and C-level executives to gain insights into organizational perspectives.

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### Application & Contact

Please send a brief motivation statement (max. 250 words, not AI-generated), your CV, and grade report to [n.oberwegner@tum.de](mailto:n.oberwegner@tum.de). Positions are limited; a start within 6 months is preferred but negotiable. Shortlisted candidates will be invited to a short interview to discuss their ideas and fit. We look forward to your applications!