



Industriell ekonomi & organisation

2025 Entrepreneurship and Marketing Thesis Topics and Projects

These are just a few examples of research projects we are in which we are interested, but you are welcomed and encouraged to modify these or suggest topics or your own.

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1. The Impact of Artificial Intelligence on MarTech Innovations

Research Questions:

- How is AI transforming MarTech tools and strategies in modern enterprises?
- What are the challenges and opportunities for marketers leveraging AI in their campaigns?

2. Exploring the Role of Data Analytics in Digital Marketing Optimization

Research Questions:

- How can businesses use advanced data analytics to optimize digital marketing efforts?
- What role does predictive analytics play in customer targeting and segmentation in digital marketing?

3. Entrepreneurship in the Age of Social Commerce: Opportunities and Challenges

Research Questions:

- How are social media platforms being utilized by entrepreneurs for product discovery and marketing?
- What are the main barriers entrepreneurs face when leveraging social commerce for business growth?

4. Integrating MarTech with Customer Relationship Management (CRM) Systems: A New Approach

Research Questions:

- How does the integration of MarTech and CRM tools enhance customer engagement and retention?
- What are the technological and operational challenges of such integrations?

5. Digital Marketing in a Post-Cookie Era: Strategies for Entrepreneurs

Research Questions:

- What digital marketing strategies are emerging in response to the phasing out of third-party cookies?
- How can startups adapt their online marketing strategies to thrive in a privacy-first world?

6. Blockchain and the Future of MarTech: Revolutionizing Data Privacy in Digital Marketing

Research Questions:

- How can blockchain technology enhance data security and privacy in digital marketing?
- What are the implications of blockchain on consumer trust and marketing strategies?

7. The Evolution of E-commerce Platforms and Their Impact on Entrepreneurial Ventures

Research Questions:

- How are advancements in e-commerce technologies shaping new venture creation and growth?
- What role does technology play in improving customer experience and operational efficiency for startups?

8. The Influence of Augmented Reality (AR) in Digital Marketing Campaigns

Research Questions:

- How is AR being used by marketers to create immersive customer experiences?
- What are the business implications of AR in customer engagement and product visualization?

9. SaaS-based MarTech Solutions: Analyzing the Growth of Subscription Models in Marketing Tools

Research Questions:

- How are SaaS platforms shaping the landscape of marketing technologies?
- What are the competitive advantages and limitations for startups offering SaaS-based MarTech solutions?

10. Entrepreneurial Marketing Strategies in the Gig Economy: Opportunities in a Digital Age

Research Questions:

- How are gig economy entrepreneurs leveraging digital marketing for personal branding and service promotion?
- What digital platforms are most effective for freelancers and small business owners in the gig economy?

These topics reflect the intersection of **MarTech**, **Digital marketing**, and **Entrepreneurship**, offering opportunities for innovative research and practical applications in current and emerging business trends.