Master-Themen

Themenblock A: Sustainable Innovations and Sustainable Supply Chain Management

1) **Drivers of Sustainable Product Innovations.**
   **Einstiegsliteratur:**

2) **Challenges of Radical Innovations – The Example of (Hybrid-) Electric Cars.**
   **Einstiegsliteratur:**

3) **The Relationship between Lean and Green Supply Chain Management Practices.**
   **Einstiegsliteratur:**
   - Dües/Tana/Lim (2013): Green as the new Lean: how to use Lean practices as a catalyst to greening your supply chain. In: Journal of Cleaner Production 40, S. 93 - 100.

4) **Challenges of Building Organic Cotton Supply Chains.**
   **Einstiegsliteratur:**

5) **Challenges of Building Sustainable Food Supply Chains.**
   **Einstiegsliteratur:**
Themenblock B: Environmental Management Methods and Practices

1. Life Cycle Assessment: Comparison of different methods (e.g. ReCiPe)
2. Life Cycle Assessment: Literature Study: Use-phase of textiles
3. Life Cycle Assessment: Literature Study: Influence of transportation processes on life cycle assessments of different industrial sectors
4. Comparison of different environmental management methods
5. Different recycling processes in the textile industry

Themenblock C: Neuromarketing

1. Neuromarketing: theoretical basics, models, research methods an current state of research – an overview
2. Neuromarketing: How do consumers make their purchase decisions and what influence have emotions and codes?
3. Neuromarketing in the strategic sustainability marketing: Which influence have sustainability informations on the purchase decision?
4. Neuromarketing and textiles: Which cognititve processes influence the purchase decision of garments?
5. Successful sustainability marketing (for textiles) by insights from brain research and its transfer to the consumer behavior