Master Seminar (Hauptseminar)

The Economics of Entertainment, Culture and Events

Date: 19th — 21st June 2019 (exact timetable will be announced later).

Organization: The seminar is held as a seminar conference in a block of 2-3 days.

Room: EAZ 2211

Kick-off: 10th April 2019, 13:00 – 14:30, EAZ 2211

Each student participant is expected to

- write a paper,
- present the paper at the seminar conference,
- act as an opponent to one of the other papers/presentations,
- actively participate in the seminar conference.

Guidelines (for Written Reports): https://www.tu-ilmenau.de/wth/lehre/formularearbeitshilfen/

Online application form: https://www.tu-ilmenau.de/wth/lehre/lehre-fuer-masterstudiengaenge/hauptseminar/

Important deadlines:

- application for topics: 7th April 2019, 24:00.
- hand-in of written thesis: 12th June 2019, 12:00.
Topics
(topic, supervisor, starting literature)

1. The Economics of Fantasy Football
   (Philipp Kunz-Kaltenhäuser)


2. The Economics of E-Sports Championships: The Influence of Gaming-Stars and Live Events
   (Sophia Gänßle)


   (Annika Stöhr)


4. Reputation Effects Online – What Makes an Airbnb Host Successful?
   (Annika Stöhr)


5. Mergers and Acquisitions in the TV Sector – Effects on Competition and Market
   (Annika Stöhr)


6. Binge Watching: Risk-averse Consumers and the Success of Film Series
   (Sophia Gänßle)

7. **Economic Effects of Ad-Blocking – Will It Break the Internet?**  
*(Philipp Kunz-Kaltenhäuser)*


8. **The Economics of Facebook**  
*(Victoriia Noskova)*


9. **Application of Digital Personal Assistants for Entertainment Perspective**  
*(Victoriia Noskova)*


10. **Does Technology Really Makes Us Stronger? What Irrationalities Make Consumers Vulnerable in Digital Markets?**  
*(Xijie Zhang)*


11. **Application of Behavioral Economics in Competition Policy**  
*(Victoriia Noskova)*


*(Philipp Kunz-Kaltenhäuser)*

13. Job Interviews, a Beauty Contest? What can Facial Traits Contribute to the Labor Market?
(Xijie Zhang)


14. The Economics of Marriages
(Xijie Zhang)


(Xijie Zhang)


Note: the starting literature is just that – a starting literature. Comprehensive additional literature research is mandatory and part of the task of writing a master seminar paper!