Abschlussarbeits-Themen SoSe 24

**THEMENFELDER: Lifestyle-, Luxury-, Label- & Leisure-Management**

1. Sustainable fashion and brand management
2. Beyond leansizing, rightsizing and downsizing: How to build a sustainable future 4 the fashion industry
3. Digital Fashion
4. (Non) Sustainable Influencer Marketing
5. Digital sustainability in fashion
6. Safe the resource - From Value Chain to Value Circle
7. Sustainability as a key success factor in the fashion industry - A sustainability framework for fashion
8. The New Digital Normal in the Fashion Industry: Challenging Dominant Value Paradigms
9. How to achieve sustainable competitive advantages by means of digitalization - be cheaper, be better, be different, be disruptive, be smart

**THEMENFELDER: Gesundheitsmanagement & Healthy Longevity**

1. Healthy Longevity Economics: From siloed Sick-Care towards sustainable Life-Care
2. Healthy Longevity for All: Study on „Healthy Longevity Clinics“ in Public Academic Medical Centers (Singapore, Tel Aviv, Zürich)
3. Healthy Longevity Platform Economics: Scale of Quality and Scale of Economics of Healthy Longevity Platforms
4. Healthy Longevity Leadership: Workforce Management in Aging Societies
5. Cornerstones and Premises of Healthy Longevity: Economic Impacts and Value for Quality of Life
6. Healthy Longevity Business Models: From Proposal 2 Profit
7. Healthy Longevity Markets and Institutions: Trend Forecast and Future Scenarios
8. Economic Healthy Longevity Study: Capitalizing on the Quality of Life
9. Healthy Longevity Super-Convergence: Alignment of Medicine, Muscles and Management
10. Blue Zone Community Care Analysis: Medical and Economic Impacts
11. Drawing Power of Blue Zones: Real Estate and Infrastructure Implications
12. Red Zone Transformation: The Case of Distressed, Devastated and Depraved Areas
13. One Planet - One Health: Healthy Longevity as a Pillar of of the Sustainability and ESG Debate
14. Contributions of Artificial Intelligence towards Healthy Longevity
15. The End of Labor? – Healthy Longevity as a Catalyst for Lifelong Value Employment
16. Mastering Demographic Disruptions by Means of Healthy Longevity (e.g. Singapore)
17. Implications of Healthy Longevity for the Beauty and Skin Industry
18. Implications of Healthy Longevity for the Sports and Fitness

**THEMENFELDER: Sportmanagement**

1. Investorenmodelle im Ligasport
2. KI im Sport: Strategien, Geschäftsmodelle, Anwendungen
3. Sportkommunikation auf dem Prüfstand der Digitalisierung - Strategien und Geschäftsmodelle
4. Green Deal im Sport: Sustainable Outdoor Sports and Tourism
5. Vom Fitness-Trend zum Fitness-Geschäftsmodell: Sportinnovation als Blue Ocean Strategie