

Themen WiSe 24

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

1. Sustainable fashion and brand management
2. Digital Fashion
3. (Non) Sustainable Influencer Marketing - The Role of Fashion Influencers in Promoting Sustainable Fashion
4. Digital sustainability in fashion
5. Save the resource - From Value Chain to Value Circle
6. Sustainability as a key success factor in the fashion industry - A sustainability framework for fashion
7. Circular Economy in Fashion: Case Studies and Best Practices
8. Sustainable Fashion Marketing: Strategies and Consumer Perceptions
9. Waste Management and Recycling in the Fashion Industry
10. Cross-Cultural Perspectives on Sustainable Fashion
11. The Role of Supply Chain Transparency in Sustainable Fashion
12. Technological Innovations in Sustainable Fashion Production

THEMENFELDER: Gesundheitsmanagement & Healthy Longevity

13. Cornerstones and Premises of Healthy Longevity: Economic Impacts and Value for Quality of Life
14. Healthy Longevity Business Models: From Proposal 2 Profit
15. Healthy Longevity Markets and Institutions: Trend Forecast and Future Scenarios
16. Blue Zone Community Care Analysis: Medical and Economic Impacts
17. Red Zone Transformation: The Case of Distressed, Devastated and Depraved Areas
18. One Planet - One Health: Healthy Longevity as a Pillar of the Sustainability and ESG Debate
19. Contributions of Artificial Intelligence towards Healthy Longevity
20. The End of Labor? – Healthy Longevity as a Catalyst for Lifelong Value Employment
21. Implications of Healthy Longevity for the Beauty and Skin Industry
22. Implications of Healthy Longevity for the Sports and Fitness

THEMENFELDER: Sportmanagement

23. Green Deal im Sport: Sustainable Outdoor Sports and Tourism
24. The Impact of Digital Media on Fan Engagement in Sports
25. Economic Impact of Major Sporting Events on Host Cities
26. Diversity and Inclusion in Sports Organizations
27. Sports Tourism: Opportunities and Challenges
28. The Role of Corporate Social Responsibility (CSR) in Sports

29. E-Sports Management: Challenges and Opportunities
30. Gender Pay Gap in Professional Sports
31. Impact of Sports on Youth Development and Education
32. Sustainable Venue Management – How mega Events look like in future?