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## **Bachelorarbeitsthemen markstones SoSe 25**

### **Themen AG Digitales Marketing (Prof. Dr. Matthias Klumpp)**

- 1** Retail Logistics – Current State and Innovation Topics
- 2** Sustainable Logistics – Innovations and Developments  
(e. g. Green Hydrogen)
- 3** Human-centric Logistics and Operations – Trends and Experiments
- 4** Defense Logistics – Innovation Approaches and Case Studies
- 5** Disruption Management in Logistics – Cases and Approaches