

Themen SoSe 25

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

1. Digital sustainability in fashion
2. Sustainability as a key success factor in the fashion industry - A sustainability framework for fashion
3. Circular Economy Integration in Luxury Fashion Brands
4. Sustainable Fashion Marketing: Strategies and Consumer Perceptions
5. The Role of Supply Chain Transparency in Sustainable Fashion
6. Technological Innovations in Sustainable Fashion Production
7. Blockchain Technology for Supply Chain Transparency in Fashion
8. Resource Efficiency through Digital Product Development
9. Using AI for Trend Prediction to Minimize Overproduction
10. Digital Tools to Promote Sustainable Consumer Behavior
11. The Economics of Clothing Rental and Leasing Models
12. Social Media's Role in Promoting Sustainable Fashion Trends
13. 3D Printing in Sustainable Fashion Production
14. AI Implications for die Future of the Fashion Industry

THEMENFELDER: Gesundheitsmanagement & Healthy Longevity

15. Cornerstones and Premises of Healthy Longevity: Economic Impacts and Value for Quality of Life
16. Healthy Longevity Markets and Institutions: Trend Forecast and Future Scenarios
17. Blue Zone Community Care Analysis: Medical and Economic Impacts
18. Red Zone Transformation: The Case of Distressed, Devastated and Depraved Areas
19. One Planet - One Health: Healthy Longevity as a Pillar of the Sustainability and ESG Debate
20. Contributions of Artificial Intelligence towards Healthy Longevity
21. The End of Labor? – Healthy Longevity as a Catalyst for Lifelong Value Employment
22. Implications of Healthy Longevity for the Beauty and Skin Industry
23. The Role of Healthy Longevity in Lifelong Employability
24. What Comes Next – Future Study Health, Sports and Fitness
25. Managing Demographic Change in Corporate Germany – Strategies, Options, Planning Horizons
26. Future Study Healthcare: How AI solutions Can Contribute to Value Creation and Resource Mobilization

THEMENFELDER: Sportmanagement

27. Green Deal im Sport: Sustainable Outdoor Sports and Tourism
28. Economic Impact of Major Sporting Events on Host Cities
29. Diversity and Inclusion in Sports Organizations
30. The Role of Corporate Social Responsibility (CSR) in Sports
31. E-Sports Management: Challenges and Opportunities
32. The Role of E-Sports in Youth Culture and Education

33. Sustainable Venue Management – How mega Events look like in future?
34. Smart Stadiums: Technology Integration for Sustainable Operations
35. Crisis Management in Sports Events: Lessons Learned from the COVID-19 Pandemic
36. Talent Development in Professional Sports: Success Factors and Best Practices
37. Ethics and Compliance in Sports Management: Challenges and Implementation

THEMENFELDER: Strategic and General Management, Professional Services & Consulting

38. The Impact of AI on Consulting: Path Confirming or Path Breaking?
39. Strategies for Disorder, Disruption and Discontinuities: Renaissance of Hyper-Competition
40. In Search of Strategic Dominance: Strategies for Constellations of Aggression, Powerplay and Intimidation
41. Cornerstones of Political Impact Management: Bargaining for Competitive Advantages