

Topic: Leveraging a unique natural experiment: so-called ghost games in professional soccer during COVID-19.

In a substantial number of professional soccer competitions no home crowd is allowed since the COVID-19 pandemic. I think that this natural experiment is a unique opportunity to study interesting research phenomena. Examples of research questions that can be formulated are (this is not an exhaustive list):

1. Does home advantage in soccer really exist?
2. Is home advantage more important for soccer clubs with a large stadium capacity?
3. Is crowd support a required condition for home advantage?

Example of why this could be relevant in a marketing context:

If home advantage exists, an objective of the marketing department at a soccer club is to increase demand by, for example, reducing the price of tickets. The reduction in ticket price may be offset by higher revenues due to in-stadium ads or classifying for international competitions.

Minimum what I want to receive as a proposal:

1. Your research question that you want to study (creative while feasible research questions are appreciated).
2. Clear reasoning why this is important to study (i.e., relevance).
3. How you are going to study this (i.e., methodology).
4. Where you collect the data required to conduct the suggested method.